

Chemist & Druggist

March 23 1974 THE NEWSWEEKLY FOR PHARMACY

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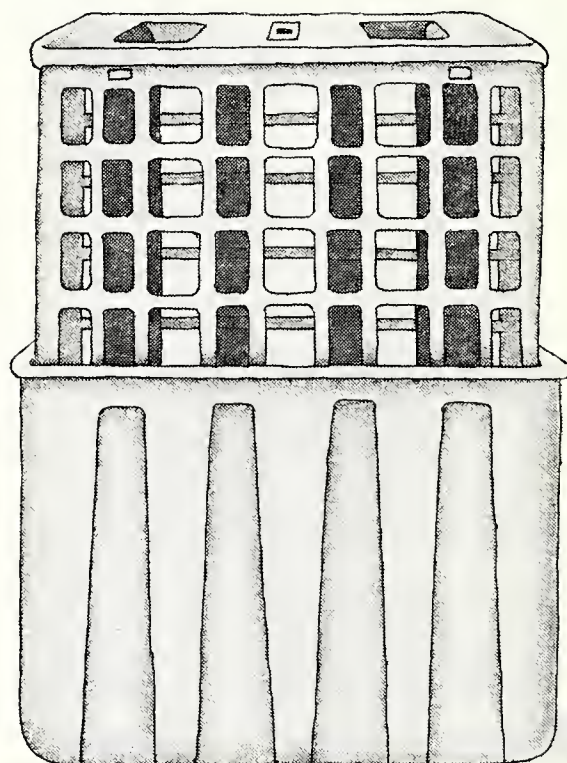
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The newsweekly for pharmacy

23 March 1974 Vo. 201 No. 4905

115th year of publication

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Official organ of the Pharmaceutical Society of
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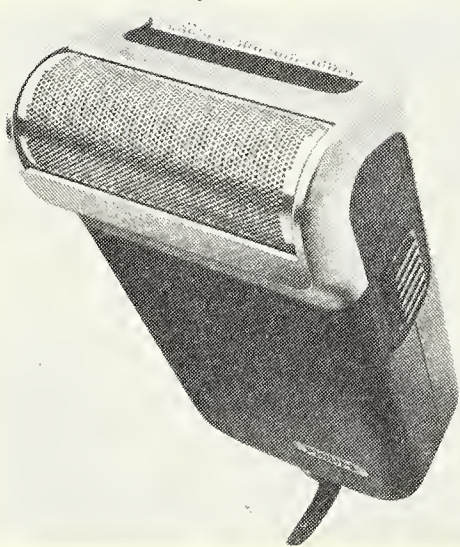
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Supplement to Chemist & Druggist

Comment

Research backing

was said that trends taking place in the United States were reflected in Britain about 10 years later. At the time-gap is narrowing, and in areas where the differences between the two sides of the Atlantic are becoming less distinct—such as retailing—it is wise to take note of developments as they occur, and see what lessons they offer.

Such interest will be given added impetus this year by the invitation to Dr W. S. Apple, executive director of the American Pharmaceutical Association, to address the British Pharmaceutical Conference meeting at Nottingham in September. He is a well known campaigner in his own country, but as perusal of any American pharmaceutical publication will testify, he can usually argue his case from a position of strength—one backed by research. It can be suggested that the Americans are over-researched but, in respect of pharmacy practice, comparing the British situation the very opposite is the case. Where, for example, are the British equivalents of a paper on public attitudes towards pharmacy (*Journal of the American Pharmaceutical Association*, February), the parallel report by the Dichter Institute for Motivational Research (presented at an APhA delegate meeting in 1972), or the Walter Thompson survey of 1,000 housewives carried out for the National Association of Retail Suggists in 1958)?

These are just a few of the many reports available to back up any case the profession in the USA wishes to make—or to guide it in making a professional change of direction. But when the National Pharmaceutical Union wished to refute an attack on the role of the general practice pharmacist (last week, p282), the choice of "references" was severely restricted.

In 1972 the Council of the Pharmaceutical Society set up a regional system to advise on "general practice projects" but, according to the last available reports, the scheme seems to have taken off like a lead balloon. We understand that a report is being prepared for the Council's next meeting.

Certainly we cannot make use of the American research results, except to anticipate trends. The intervention of the National Health Service is one obvious reason.

Yet the trends do need examination. For example, the latest American paper shows "a trend of decreasing public attitude towards pharmacy among the young and educated", suggesting that unless it is reversed "the profession of pharmacy may have less esteem in the future". The survey also showed that "increased pharmacist-patient contact" is the only hope of salvation.

The Dichter report also showed a "strong desire for the return of the personal pharmacist". But it included this conclusion: "Pharmacies cannot become supermarkets. Nor can they base their merchandising approach on the fear that the supermarket might sell an extra tube of toothpaste or bottle of shampoo. At some point it is going to be imperative for either the pharmaceutical profession or the individual pharmacist to make up his mind whether he is going to be a tradesman or professional. Our research indicates he cannot be both".

Public relations

This research finding contrasts strongly with one presented by public relations consultants to the NPU before the launch of their Care scheme (*C & D* November 10, 1973, p652):—"Public relations cannot hope to persuade any public that a product or service deserves a tenable reputation if the product is expensive and of undistinguished quality or if the service provided is second rate, or not in line with current marketing requirements.

"We consider that a return to basic retail business objectives is essential if anything like a successful outcome is to be realised. Our recommendations therefore attempt to redefine the role of the independent pharmacist as an expert retailer."

What is right for British pharmacy—"pure professional", or "professional tradesman"? What does the public think of the service it receives from the profession? Is there the same lack of public knowledge about the services provided as in the USA? Indeed, should it be the public or the profession that decides?

Pundits have all the answers—to suit their own aspirations. But we are a long way behind our trans-Atlantic colleagues in trying to base our solutions on facts rather than theories.

Post Scripts

Collected?

A Swedish woman has claimed that Uri Geller's "spoon-bending" art led to her becoming pregnant.

According to a report in this week's *Sunday Mirror*, she and her husband watched television broadcasts about Uri

Geller. Two months later the woman went to her doctor who said she was pregnant, although she was fitted with an intra-uterine coil.

The doctor is quoted as saying: "The copper coil is so bent out of shape it would have been useless as a contraceptive." The woman is reported to be consulting lawyers to see if she can claim damages against Uri Geller.

Cosmetics decline

The IPC report on women's cosmetics and toiletries comes as good news to all who feel that most of these products are a

complete waste of money, says a letter in a recent *Campaign*.

The author hopes that the decline in the market marks "a growing realisation by women that sexual attractiveness does not mean plastering one's facial pores with powder or smothering one's natural bodily scents with perfumes and deodorants."

"Admen have of course played a crucial role in creating and sustaining demand for cosmetics: when women assume their proper place in society, this will not be forgotten".

So look out, male chauvinists!

Turnover increases take a knock

The trend of chemists' turnover increases took "a sharp knock" in November-December 1973, according to the latest *Retailer Report* published by the A. C. Nielsen research organisation.

Turnover for this pre-Christmas period was only 4.7 per cent ahead of 1972—the gain almost entirely due to NHS. Counter business for all chemists (excluding Boots) was only 1 per cent up, suggesting an actual fall in volume terms. Nielsen are unable to assess the contribution of product shortages to the poor showing. In Greater London, counter turnover was down by 4 per cent.

The cash sales breakdown shows that multiples-Co-operatives were down by 2 per cent, while independents were up 2 per cent (+ 1 large; + 2 small). The average weekly turnover in large independents was £643, in multiples-Co-ops £651 and in small independents £198. NHS receipts were, respectively, £503, £403 and £275.

In November, independents dispensed 87.3 per cent of NHS prescriptions, averaging 1,809 per shop against 1,993 in multiples-Co-ops. The percentage of turnover represented by NHS for November-December was:— multiples-Co-ops 34.1, large independents 42.8, small independents 51.9.

Rayon substitution in BPC dressings

The Council of the Pharmaceutical Society has authorised the publication of a number of amendments to the BPC 1973 in respect of dressings. The amendments have been advised by the BP Commission.

The amendments, effective March 23, result from the shortage in the UK of cotton yarn and enable a proportion of rayon fibres to be included in certain dressings. The changes may be adopted in overseas territories if approved by the responsible authorities.

When sufficient cotton becomes available these amendments may be withdrawn. It is therefore thought desirable that packs of rayon-containing dressings should be labelled or marked to be readily distinguished from those made entirely from cotton.

Dressings affected are domette bandage, open weave bandage, standard dressings No. 13, 14, 15, absorbent gauze, x-ray detectable, gauze and capsicum cotton tissue, gauze and cotton tissue, absorbent lint and calico unbleached. There is also another monograph describing cotton and rayon gauze.

The following corrections are also announced. Ammonium bicarbonate (p 23):— Chloride: for "10 parts per million"

read "70 parts per million". Hydrocortisone lozenges (p 733):— Content of hydrocortisone: line 5, for "0.02mg" read "0.02g". Chlorine solution (p 834):— Standard: line 4, for "0.5µg" read "5µg". Fluorine solution (p 838):— Standard: line 4, for "0.5µg" read "5µg".

John Scott award

Two ICI scientists have received the American John Scott award for their discovery of 'Fluothane'. One of the recipients, Dr Charles Suckling, is now chairman of ICI paints division. The other Dr James Raventos, retired in 1967 from ICI pharmaceuticals division as first senior pharmacologist.

Before John Scott died in 1816 he gave instructions that the award "be laid out in premiums to be distributed among ingenious men and women who make useful inventions." Other recipients have been Madame Curie, Marconi, Fleming, Orville Wright and Whittle.

Doctors urged to open pharmacies

General medical practitioners in some Bristol health centres are being urged to establish pharmacies, according to a report in *The Medical Week*. The Rev Tony Norton, a Labour councillor, who claims to be backed by a large proportion of the city's residents, is quoted as claiming that GPs could in this way save patients a "lot of time and trouble".

The report says that many housing estates in the area are without a pharmacy, and mentions the Manor Farm estate which lost its only pharmacy last

June. However, Mr W. J. Homer, the local NPU secretary, told *C&D* that the pharmacy only became uneconomic after the council trebled the rent—the failure of estate pharmacies could be thrown back on the council. The fight was also on to hold the rents on other pharmacies, on one of which a five-fold increase had been proposed at one time.

All new health centres were considered, said Mr Homer, and in each case there were up to three pharmacies within a few hundred yards. The estates without pharmacies—including Manor Farm—had no doctors' surgeries.

Ireland seeks import ban on animal products

Ireland will seek to exclude the importation of biological products which might involve an animal disease hazard, according to the Republic's Agriculture Minister.

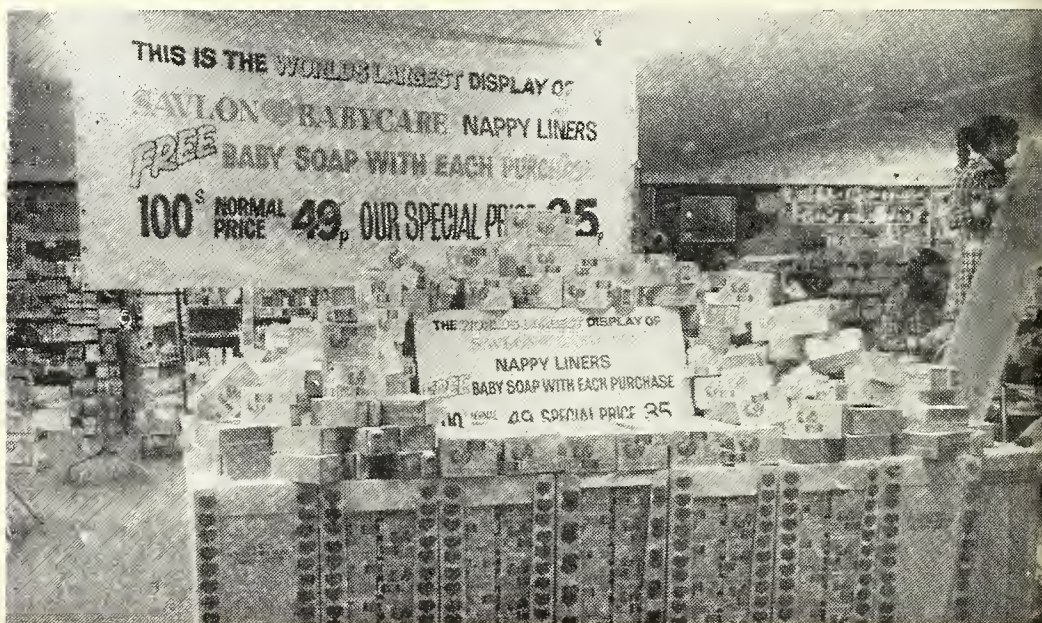
Opening the European Veterinary Conference in Dublin on Tuesday, the Minister, Mr Mark Clinton, said that the country had been free from major animal and poultry diseases for many years. This "special position" was recognised by the EEC, and the country had been allowed to retain its national rules on the importation of animals and animal products.

"The importation of vaccines against foot-and-mouth disease, swine fever and fowl pest, would for us be out of the question," he said. Other products could carry the risk of introducing the diseases and "we would seek to reserve the right to scrutinise such products closely and permit importation only when we were satisfied that they did not involve an animal disease hazard for us."

More than 250 delegates attended the conference, which was organised by the Federation of the Pharmaceutical Industry Associations in the EEC (GIPI). The conference's objectives included a review of veterinary medicine regulations within the EEC; how to arrive at a common viewpoint, taking into account conflicting scientific opinions, and the future harmonisation of veterinary medicines regulations.

Delegates attended from Norway, Spain, Finland, Sweden and the USA, as well as from the EEC countries.

A display of 4,000 packs of nappy liners in a new branch of Selles opened recently in the centre of Hull



Move to allow child-proof containers

The problem of accidental poisoning of children was raised by Mr Greville Janner during an adjournment debate in the House of Commons on March 18. He referred to the difficulties arising from medicines and household products.

He especially mentioned use of "child-resistant" containers and pointed out that pharmacists have been forbidden to sell child-resistant containers for NHS prescriptions . . . it is illegal to sell even at cost price these containers which can save lives."

He also asked that household bleach, poisons and spirits should always be dispensed or sold only in the kind of container needing a double action to open.

In his reply Dr David Owen, Under-Secretary of State for Health agreed that there could be no room for complacency. A working group appointed by the Medicines Commission to consider all aspects of the presentation of medicines relating to child safety would be reporting to the Commission shortly.

Concerning NHS dispensing he believed some parents were willing to pay for child-resistant containers but the pharmacist was debarred from charging for containers used in NHS dispensing. He was prepared to look into the possibility of modifying this restriction. He had asked officials of the Department to consult the Council of the Pharmaceutical Society, the Central NHS (Chemist Contractors) Committee and the British Medical Association about the professional and practical implications of a change.

Specialisation' body for USA pharmacy?

An official body should be set up to formally recognise specialties in pharmacy, according to a committee of the American Pharmaceutical Association.

Presenting a preliminary report in last month's *Journal of the American Pharmaceutical Association*, the Task Force on Specialties in Pharmacy recommends that an official board with independent decision-making authority should be established to formally recognise specialties. Such a board would also grant recognition—"certification"—to people who have met the qualifications to be a specialist in such an officially-recognised specialty.

The Task Force suggest criteria for identifying a specialty which includes that the area of specialisation "rests on a specialised knowledge of pharmaceutical services, which have their basis in the biological, physical and behavioural services and not in managerial, procedural or technical services, nor on the environment

in which pharmacy is practised"; that it shall be an identifiable and distinct area of practice that calls for special knowledge and skills acquired by education and training or experience beyond the basic pharmaceutical training; and that recognised education and training programmes in the specialty are offered by schools of pharmacy or other organisations.

Although refraining from the identification of any existing areas of specialisation, the task force has concluded that there are potential areas—"such as nuclear or radio-pharmacy"—that may be recognised as specialties by a Board of Pharmaceutical Specialists. It recommends that the Board be set up by July next year, initially supported by APLA, "even though there may be no recognised specialties in pharmacy in the near future."

ABPI to decide on drug advertising complaint

The ABPI's code of practice committee are deciding whether Syntex Pharmaceuticals has broken the industry's "code" regarding advertising. Last November the British Medical Association received complaints from its members that Naprosyn was being promoted in an unethical way. Recent Press reports claim that the name of the drug was spelt out on a radio programme and arthritis sufferers were recommended to ask their doctors for it.

The ABPI says the matter is still under discussion.

The Committee on Safety of Medicines has received about 20 reports of possible adverse reactions to the drug, mainly gastro-intestinal haemorrhage, according to a spokesman for the Department of Health. The reports include two possible deaths, although the persons involved had also taken other drugs, and the Committee is evaluating both cases.

Aspirin may prevent heart disease: further evidence

Aspirin may protect against ischaemic heart disease, according to two reports in a recent *British Medical Journal*.

The Boston collaborative drug surveillance group, USA, found a negative association between regular aspirin intake and non-fatal myocardial infarction in a study of over 14,000 patients.

A randomised controlled trial of a single daily dose of aspirin in the prevention of re-infarction in 1,239 men who had had a recent myocardial infarct was carried out by MRC epidemiology unit, Cardiff. The results were statistically inconclusive, say the report, but the patients showed a reduction in mortality of 12 per cent at six months and 25 per cent at 12 months after admission to the trial.

Aspirin 'overprescribed' for children

Salicylates are "grossly overprescribed for relatively trivial and self-limiting conditions in childhood," says Dr H. Heggarty, Friarage Hospital, Northallerton.

In last week's *British Medical Journal* he blames the overprescription on doctors

who prescribe aspirin for children without examining them and the fact that the drug's value "is constantly extolled in advertisements."

Dr Heggarty describes five children who became seriously anaemic as a result of occult bleeding caused by chronic aspirin ingestion.

Product licence exemption powers in emergencies

The Government has extended its powers to import medicinal products without a product licence in cases of national emergency.

The Medicines (Exemption from Licences) (Emergency Importation) Order 1974 (HM Stationery Office, SI no 316, 6p) gives the Minister of Health power to exempt medicinal products from the Medicines Act's requirements of a product licence, if the importation becomes necessary by reason of events for which a state of emergency has been declared, any direction, authority, instruction or notice given, order or other thing done under regulations made under section 2 of the Emergency Powers Act 1920, or any order made or direction given under section 2 of the Fuel and Electricity (Control) Act 1973. The exemption applies only to the importation of medicinal products that are already the subject of a product licence of right and where certain conditions as to undertakings, declarations and notifications are satisfied. The exemption does not apply to all veterinary drugs.

Hospital pharmacist in court on theft charges

A hospital chief pharmacist was remanded in custody for three weeks for medical and psychiatric reports following a court appearance last week.

It was stated at Chelmsford Crown Court, that the pharmacist, Mr Hedman Allan Robinson, of Welswood Park Road, Colchester, supplied a woman with stolen drugs and medical equipment for use in sexual acts. At first Mr Robinson, chief pharmacist of Severalls Hospitals, Colchester, pleaded not guilty to charges of stealing a quantity of drugs, unlawful possession of a controlled drug and possessing a quantity of amphetamines with intent to supply them to the woman. He admitted nine other charges of stealing drugs and medical equipment and two of unlawfully possessing drugs. Later he changed his plea to guilty on charges of stealing drugs and unlawfully possessing controlled drugs and asked for 17 other offences of theft to be considered.

Seminar postponed

The Socialist Medical Association day seminar on March 24 has been postponed until November 3.

New officers of the pharmacy group, elected at the annual meeting are chairman, Mr R. Burke-Jones; secretary/treasurer, Mr T. C. Thomas; delegates to the council of the SMA, with the officers ex-officio, Mr P. Crees and Mr W. M. Darling.

Prescription charges: abolition deferred

The Government is not to abolish prescription charges just yet.

Speaking in the Commons last week, Mrs Barbara Castle, Secretary of State for Social Services, said that the pledge in the Labour Party's manifesto to abolish prescription charges "still stands", but this year "we have given priority to a big improvement in pensions." Mrs Castle added however that she was "considering whether it is possible to remove some anomalies in the present charging arrangements which have caused particular concern, and an announcement will be made as soon as possible." On NHS reorganisation, Mrs Castle said there would be no disruption with the transfer arrangements. No fundamental changes in the structure of the reorganised service would be proposed now, "although minor alterations cannot be ruled out." However she believed that the area health authorities could be made into "more representative bodies" within the existing legislation and without disturbing appointments already made. "We believe that it is essential that the National Health Service should be more responsive to the needs and views of the people it serves and should also take account of the contribution which all those who work in the service can make." A statement setting out the proposals would be drawn up as soon as possible.

New Alka Seltzer product in US

Miles Laboratories Inc have introduced a new product — Alka-Seltzer Without Aspirin — in the US, and it might be marketed in the UK.

Announcing the introduction, Mr W. A. Compton, Miles chairman and chief executive, stated "Today there is a growing consumer interest in selective use of home medication. New Alka-Seltzer Without Aspirin is formulated solely for relief of acid indigestion, heartburn or upset stomach." Referring also to the original Alka-Seltzer he said "We at Miles Laboratories believe we can best serve the public by providing consumers with choices of effective home medication" (The US Food and Drug Administration in a review of antacids has concluded that Alka-Seltzer provides rational therapy where headache and acid indigestion occur together.)

The US advertising for the new product will emphasise the relationships and differences between the two products, say the company. The traditional Alka-Seltzer will retain its blue packaging, but will be re-labelled "Alka-Seltzer With Specially Buffered Aspirin," and "Alka Seltzer Without Aspirin" will be marketed in a gold package.

A spokesman for Miles Laboratories

Ltd told C&D that the company will be "looking at the possibility of introducing the new product into the UK market", bearing in mind they already market a chewable antacid (Alka Mints) and an effervescent antacid, (Gluka Seltzer).

Patients should know more of drug dangers

The dangers of some drugs, particularly analgesics, should be more widely known to the patient says a report in last week's *British Medical Journal*.

Professor R. H. Girdwood, Edinburgh Royal Infirmary, has analysed the deaths thought to result from drug side-effects (excluding overdoses of established drugs) and reported to the Committee on Safety of Drugs between 1964 and 1971.

Oral contraceptives head the list with 332 deaths reported, but the figure relates to "pills" used before the now more commonly used low-oestrogen/progestogen preparations. Phenylbutazone is said to be responsible for 217 deaths, chlorpromazine for 102, phenacetin for 77 and aspirin for 72.

A better indication of drug dangers is obtained when the incidence of death is related to the extent of prescribing, says Professor Girdwood. Sodium aurothiomate then heads the list with a ratio of average number of deaths per year to average number in millions of prescriptions per year of 164.3, with chlorpromazine 8.6 and phenylbutazone 7.1.

Health congress programme

Mr D. E. Sparshott, the Pharmaceutical Society's president, will chair the pharmaceutical session at the Royal Society of Health's congress on April 26.

The subject of the morning session will be "self medication: in whose interest?" Speakers will be Mr W. A. Beanland, chairman, general practice sub-committee, and Mr J. P. Wells, director, Proprietary Association of Great Britain.

The congress will take place at the Hotel Metropole, Brighton, April 22-26. Details from the secretary RSH, 13 Grosvenor Place, London SW1X 7EN.

Trophy goes to Bath

A team from the school of pharmacy at Bath University are this year's winners of the Unichem Trophy in the British Pharmaceutical Students' Association seven-a-side knock-out rugby competition. In the finals last week they beat a team from Bradford school of pharmacy. The presentation of the trophy was made by Mr Kelvin Hide, personal assistant to the managing director of Unichem.

C & D Price Service

The publisher wishes to acknowledge the exceptional efforts made by editorial, printing and computer staffs to ensure the publication of the March issue of the Chemist and Druggist Price List, more or less on time in spite of the restricted working hours.

The number of prices published by the Chemist and Druggist weekly price service during February totalled nearly 3,000 — again, almost twice the number issued by any other service.

This week's supplement achieves yet another record total of about 1,100.

Whilst the number of price changes continue at this level we are withholding the cumulative list believing that our subscribers' prime requirements are for new prices at the earliest possible date.

Anti trust verdict upheld by European court

The European Court of Justice recently upheld the European Commission's anti-trust case against Commercial Solvents Corporation of the United States and its Italian subsidiary, Istituto Chemioterapico Italiano. But it ruled that the original £83,000 fine imposed on the two companies by the Commission should be reduced by half to £41,500.

The fine was imposed just over a year ago (see C&D, January 20, 1973, p59).

Under the Commission's decision, CSC and its subsidiary were jointly charged with refusing to sell nitropropane and aminobutanol to a rival Italian company, Laboratorio Chimico Farmaceutico Giorgio Zoja.

As well as fining the companies, the Commission ordered them to resume supplies of both raw materials and to draw up a new two-year delivery contract. Under protest CSC and its subsidiary agreed to these condition pending their appeal to the Court of Justice in Luxembourg.

The recent decision supports the Commission's case on virtually all counts, the only main criticism concerns the slowness in the handling of the case.

News in brief

□ The French Syndicate of Manufacturing Chemists has ordered manufacturers to print warnings about the use of aspirin on their pack labels.

□ A consultative paper on proposed changes in the Chemical and Allied Products Industry Training Board's present levy exemption arrangements to the form required by the Employment and Training Act 1973 has been published by the board, 158 High Street, Staines.

□ The Home Secretary has issued an order prohibiting Sukumar Sarkar MB BS, 46 Linnet Hill, Bamford, Rochdale, Lancs, from possessing, prescribing, administering, manufacturing, compounding, supplying and from authorising the administration and supply of substances and products specified in Part I of Schedule 2 to the Misuse of Drugs Act 1971.

Tissues and hypodermic syringes are among the items included in the March revision of prices in the Scottish Drug tariff.

The closing date for applications for the Distributive Industry Training Board's George Spencer Scholarship has been extended to April 1.

There was a net loss of 20 pharmacies from the society's register during February. Of 31 closures, 7 were in London, 18 in the rest of England, three in Wales and three in Scotland. Two of the 11 new pharmacies were in London, six in the rest of England and three in Scotland.

Deaths

Archer: Suddenly on March 3, Mr Jack Raymond Archer, BSc, MPS, Dolphins Way, Hereford Road, Monmouth. Mr Archer qualified in 1953 and was director of professional services for Parke, Davis & Co. He joined Parke-Davis in 1953 as executive in the medical services department and held further appointments in medical and advertising services before becoming director of professional services in 1969.

Wood, G. S., MPS writes: "Since the company's move to Pontypool in 1971, Mr Archer's duties, other than professional, included responsibility for the detailed organisation of the many tours and visits and more recently, he was making a very substantial contribution towards solving problems arising from the energy crisis and shortages of key materials. His passing is deeply felt within the company and in the medical and pharmaceutical professions, and our sympathies go out to his wife and family at this sad time."

Baker: On March 9, Mr Harry Baker aged 53. Mr Baker was buyer for Portland Supply Co where he had been a senior member of the staff for thirty-five years.

Bell: In Orpington General Hospital on February 24, Mr L. E. Bell, manager of the eastern region for the chemist division of William R. Warner's consumer products group. He joined the Warner organisation in 1962 as a representative and in 1964 was promoted to regional manager.

Broatch: In Edinburgh, on February 23, Mr Alan Broatch, senior salesman for the Warner Lambert group of companies.

Evans: Recently, Mr F. W. Evans, representative for Thos Guest & Co Ltd for nearly 40 years. During this period he worked in the Birmingham area and south-east England.

Gerber: Recently, Mr Daniel Gerber, Fremont, Michigan, USA, aged 75. Mr Gerber was founder of the strained baby food company which bears his name.

Henriksen: On March 11, Mr Richard Henry Henriksen, FPS, FRIC, 24 Craigwood Drive, Ferndown, Hants, aged 68. Mr Henriksen qualified in 1928. He was vice-chairman of Roussel Laboratories from 1962 until his retirement in 1969. Joining the company in 1950 as sales manager he became deputy general manager in 1956 and was appointed to the board in 1959.

Topical reflections

BY XRAYSER

Dependence

Although, due to the growth of legislation, there is less scope for unfettered dependence on drugs, there are still some preparations which receive publicity from time to time. The report of the drug dependence unit of Bethlem Royal Hospital is disquieting to say the least, and your editorial comment on the situation is very much to the point. So far as the pharmacist is concerned it is a question of professional responsibility, with all that that implies, and much as pharmacy may resent the intrusion of further restriction, some of the legislation has had to be introduced to safeguard the public from its own excesses—and from the lack of professional discrimination on the part of some pharmacists.

You state: "The profession lays claim to guardianship of the nation's health in respect of OTC medicines, but if the medicines which are most overtly abused are not the subject of stringent control by the individual pharmacist, the claim is in jeopardy of being judged false by the public and our legislators." That is a concise summing-up of the whole situation. The chlorodyne addict, as you point out, has long been known to pharmacists, and I imagine that the substance took the place once occupied by laudanum. But it appears that the age group dependent on chlorodyne covers a wide spectrum.

The argument is sometimes heard that it is impossible to do much about it, for if you don't sell it the man round the corner will. But if you don't sell it, and the man round the corner refuses, two sources of supply are denied. So far as the particular product is concerned, the question must be asked whether it is a suitable medication to be left to the discretion of the public as a whole. Meantime, the situation could be controlled by the pharmacist having a personal word with every prospective purchaser and using his experience to decide whether the customer seems to be reliable. That seems to me to be personal control.

Changes

Last week's issue, with its interview with Mr W. A. Beanland, emphasised the quality of the man who, after nine years of service on the Council of the Pharmaceutical Society, has decided not to seek re-election. He has given devoted service at the most active period of his life, and his departure is to be regretted. He was known to many, for he addressed meetings in many parts of the country, and his material always gave evidence of thorough preparation and study. But he is still with us, fortunately.

I regret also the passing of Mr E. H. Shields who, forty years ago published a lively little magazine known as "T. K.'s Monthly". It had a broad platform, comprising history, and Mr Shields carried that particular interest into his retirement with articles on the history of the British Pharmaceutical Conference, published in *Chemist and Druggist*. And this week also brings news of history personified in F. V. Butterfield, who has died at the advanced age of 110.

☐ Overheard at counter: "Have you any toilet rolls?" "None, I am sorry." "Well, just give me a packet of razor blades instead!"

Mullan: Recently, Mr Michael James Mullan, Railway Street, Armagh, aged 86. Mr Mullan qualified as a pharmacist in 1926. He was a justice of the peace, and a former chairman of Armagh's old city council.

Purdie: Recently, Mr John Campbell Purdie, MPS, 42 Taylor Avenue, Cowdenbeath, Fife, aged 73. Mr Purdie qualified

in 1924 and for many years until he retired he was manager of the Cowdenbeath Co-operative Society's pharmacy.

Stacey: Recently, Professor R. S. Stacey, emeritus professor of pharmacology and therapeutics at London University, aged 68. After his official retirement in 1970, he joined the staff of the Wellcome Research Laboratories, Beckenham.

New products and packs

Electrical

Remington lady shavers

Two "elegant" lady shavers have been introduced by Remington. They are the Lady Remington (£7.95), a slim, electric shaver in midnight blue and white, that has a wide twin-head that can be cleaned easily by pressing the head release buttons. It comes in a handypack, complete with cord and headguard and has a year's guarantee.

Lady Remington de Luxe (£10.95) has a separate attachment for use underarm and its "gentle" action "allows a deodorant to be applied immediately after use without harm to sensitive skin". It comes in a choice of two colour combinations, lime green and royal blue or maize and chocolate brown, and has a matching travel case. There is a year's guarantee (Remington Electric Shaver, division of Sperry Rand Ltd, Apex Tower, Malden Road, New Malden, Surrey).

Two products from Carmen

Carmen have extended their heated rollers range to include Carmen Cascade which, besides curling and conditioning the hair, also sets the hair. The set (£21.95) is in a white case with a smoky grey lid and contains six large, ten medium and four small rollers all of which have indentations on their surface to retain the conditioning and setting lotion. It also has a "tidy away" clip compact.

Sundial (£25.95), a sunray lamp that has a filter which enables one to alter the amount of ultra violet light produced, is another new product from Carmen. The lamp has a timer alarm, a distance measuring stick, goggles and magnetic "memory counters". It also has a built-in infra red light for heat treatment (Carmen Curler Co Ltd, Carmen House, Deer Park Road, London SW19 3UX).

Cosmetics and toiletries

Cyclax increase range

Two products have been introduced to the Cyclax suncare range. They are, Fast tanning oil (£0.90) — suitable for skins that tan easily — it has a high content of olive oil and almond oil to prevent the skin from drying.

After sun body balm (£1.25) has a cooling, moisturising effect on the skin, and is used after sunbathing. Its ingredients include cucumber juice, which helps to stop the taunt skin feeling (Cyclax Ltd, 65 South Molton Street, London W1Y 2BS).

For bath time

Roger & Gallet have added a body lotion to their bath care range. The 5-oz lotion (£1.50) is in a frosted glass bottle, and there are four fragrances offered—sand-

alwood, carnation, fougere and tea rose.

For Easter, Roger & Gallet are offering a travel pack (£1.30) containing a small bottle of body lotion and one of bubble bath. (Roger & Gallet Ltd, 16 Lettice Street, London SW6 4EH).

Three (more) Wishes

To complement their Three Wishes foam bath and talcum powder range A. & F. Pears are adding an anti-perspirant deodorant (£0.46). It will be in the same three perfumes: woodland herbs, a pine and herbal mixture; amber essences, a rich spicy perfume, and wild flowers, a light floral fragrance. They are claimed to combine an effective deodorant with a cool, cologne—fresh perfume, presented in a slim, smooth brushed aluminium can.

The anti-perspirant has been on test-market in the Southern TV area since last April, and it will be available from March 25 with trade bonuses during the two month launch period and display materials (A. & F. Pears Ltd, Hesketh House, Portman Square, London W1A 1DY).

Photographic

Hanimex 110 cameras

Two 110 cameras featuring electronic shutters have been introduced by Hanimex (UK) Ltd.

Using integrated-circuit metering coupled with an f1.9 lens, the 110 Super Deluxe (£49.95) has variable shutter speeds from 10 sec to 1/300 sec. It has a bright line view finder, focusing symbols and a low light indicator lamp in the view finder.

Finished in black leatherette and satin chrome trim, the camera is supplied in a velvet-lined presentation case. Other features include provisions for use on a tripod and with a cable release.

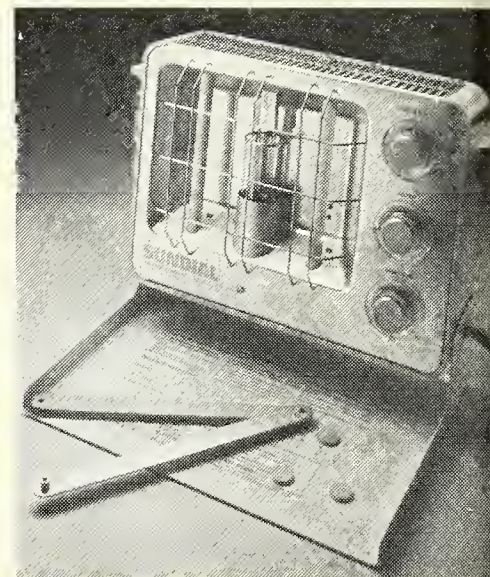
The 110E (£26.50) also has an f1.9 lens, and there are focusing symbols on top of the camera. It has the same variable shutter speed and there is a slow speed warning indicator light in the view finder (Hanimex (UK) Ltd, Hanimex House, Dorcan, Swindon, SN3 5HW, Wiltshire).

Pet foods

Dog foods from Spillers

A new food for puppies up to four months and over has been developed by Spillers Foods Ltd. Puppy food is said to be a complete balanced diet when added to an equal quantity of milk. The product will eventually replace Saval 1. Retail prices are: carton, (1 lb 12oz), £0.27; bag (6½lb), £0.91; bulk (56lb), £7.35.

Two new flavours—cheese and beef—are being introduced for Bonio in the Southern television area in April. The launch will be backed by television advertising and there will be an introductory



trade bonus. Retail prices will be the same as original Bonio (handy, £0.12½).

Spillers Choice Cuts is a new tinned meat food for dogs (13oz, £0.16) and is available in the Border, Tyne Tees and Yorkshire television areas with national distribution planned for later this year.

All Spillers pet food packs and cans have been redesigned to give detailed feeding and ingredient information, with an invitation to customers to write to Spillers' pet advisory service for general advice concerning their pets (Spillers Foods Ltd, Old Change House, 4 Cannon Street, London EC4M 6XB).

on TV next week

Ln — London; M — Midland; Lc — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales; and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eireann; CI — Channel Islands.

Anadln: All areas

AskIt: Sc

Aspro Effervescent: Ln

Close-Up: All except A, We

Crest toothpaste: Y

Head & Shoulders: B

Oil of Ulay. Sc, So, A, U, B

SR: All areas

Signal: All areas

Tegrin: Y, NE

Trade News

Joy-Rides competition

Afford Miller Ltd, 166 Great North Road, Hatfield, Herts, manufacturers of Joy-Rides children's travel sickness tablets, have launched a national consumer promotion, a "Travel safe" colouring competition aimed at children between the ages of 3 to 12.

Entrants are asked to draw and colour their version of a car, plane or ship—symbols featured on the Joy-Rides pack. Prizes are sleeveless motorway patrol tickets and each entrant will receive a "luminous" strip with the message "Travel safe with Joy-Rides" on receipt of a stamped addressed envelope.

The closing date is October 25. Dispensaries holding entry forms are available from the company's representatives.

Super stocks still low

Although the return to a full working week has meant an increase in output, a spokesman for Kimberley-Clark, Larkfield, Maidstone, Kent, stated that stocks were very low and they could not "expect 100 per cent normal output for some months ahead". Supplies will remain on allocation and the rationalisation policy will be maintained but the makers say they plan to make special efforts to increase the production of toilet tissue which has been subject to heavy demand recently.

Outdoor Girl spring colours

Four shades have been added to the pen-shadow range from Outdoor Girl, Girl Cosmetics Ltd, Surbiton, Surrey KT6 7LU. The colours are violet, grey, turquoise and cerise (£0.25). New shades have also been added to the lipstick range (£0.45).

Nail strengthener (£0.22) has been reformulated to include protein to "improve the condition of the nail whilst making it longer". And Love spray mist (£0.55) now has the same label as the mini skin perfumes which were introduced late last year.

Pharmaton booklet

A revised booklet "The Pharmaton programme" is available from Pharmaton Information Bureau, Rosebery Road, London SW2 4DE. The report has been prepared for pharmacists and describes the uses and constituents of Pharmaton capsules, hair tonic, skin activator and Royal Bath Pharmaton.

Television advertising campaign

An "aggressive" advertising and promotional campaign aimed at the 13-18 age group, is to be launched in May by Hookes Aneston Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA, for the feminine deodorant. Full-page colour advertisements will appear in the teenage press including such magazines as *Nine-*



Two display units from L'Oreal, Golden Ltd, 18 Bruton Street, London W1 for Ambre Solaire sun tan range. Both have brown bases and tinted Perspex backing, and can be stacked together to form two or three tier units, or can be used as single units. Left, the units holding the Duo-tan range; right the complete Ambre Solaire range except Duo-tan

teen, *Melenie*, *Petticoat* and *Honey*. The campaign will be supported by consumer competitions and premium offers at retail outlets.

Wella awards

In the retail division of Wella (Gt Britain) Ltd the top salesman of the year was Mr A. Connor from the company's south-western area followed by Mr J. Brown from the Scottish area as runner up. The merchandiser of the year award went to Mr T. Evans of the northern area whilst the Ströher cup for the most successful area was awarded for the second time to Mr J. O'Connor and his team from the Northern area. The awards were presented at a banquet held recently in London.

Embacide extended use

Embacide sheep dip and spray from May & Baker Ltd, Dagenham, Essex RM10 7XS, has been granted a variation to its product licence. It may now be used to control lice, *Haematipinus suis*, on pigs. It comes in a ½-gallon pack (£5.50).

Uvistat summer campaign

A national consumer advertising promotion featuring colour advertisements for Uvistat in leading women's magazines is to be launched at the end of April by WB Pharmaceuticals Ltd, Fulton House, Empire Way, Wembley, Middlesex. The campaign for the sunscreen cream (50g-£0.45; 100-g £0.86), and solid for lips (£0.38) will last throughout the summer and will also appear in specialist media such as angling, camping, and skiing. A television campaign is planned for Thames, Yorkshire, North-east, Lancashire, and Midland areas.

Inecto new shade

Haze grey shade has been added to the Inecto Hair Magic range of hair colourings (£0.26½) by Rapidol Ltd, Inecto House, 32 Dover Street, London W1X 3RA. Formulated for white, medium or dark grey hair, it produces a blue/grey effect. Point of sale material and shade indicators illustrating this new shade are available.

More Kamera Klear shades

L. Leichener (London) Ltd, 436 Essex Road, London N1 3PL, have added three

shades to their Kamera Klear lipstick range. They are, close to pink, close to tawney and close to rose (£0.33).

Hosezone discontinued

Hosezone Co Ltd, 3 Oak Street, Carrington, Nottingham NG5 2BH, have discontinued the production of Hosezone towels. Orders for sizes 1 and 2 up until the end of January this year will be completed but the makers are unable to fulfil those for size 3.

Closing date extended

The closing date for entries in the Biovital pharmacy in the Common Market quiz, sponsored by Dr Schieffer-International, and their UK distributors, Radiol Chemicals Ltd, Stepfield, Witham, Essex, has been extended to April 30.

Spring saving

Cylax Ltd, 65 South Molton Street, London W1Y 2BS are offering Vivaldi and Joie de Vivre fragrances at reduced spring prices, from April 1. The 52-g Vivaldi is £1.35—a saving of £0.75—and the 52-g size Joie de Vivre is £1.10 — £0.60 off the normal retail price.

Cyclax have also introduced Confidence anti-perspirant in an aerosol spray (£0.75).

Distributor appointed

J. & L. Randall Ltd have appointed the Jackel Group as distributors of their Merit range of nursery toys to retail chemists in North Wales, North-east and North-west England, Scotland and Northern Ireland. Marketing will be through Bremner-White Ltd, Newcastle-upon-Tyne, J. McWaters Ltd, Preston, Jackel & Co, Belfast, and Macey (Wholesale) Sundries, Glasgow—all members of the Jackel Group.

Revlon add shades

Five bright, frosted colours have been added to the natural wonder range of nail polish (£0.40) by Revlon International Corp, 86 Brook Street, London W1Y 2BA. The colours are licorice, pumpkin pie—a bright golden orange—blueberry, copper penny and sailor boy.

Bath milk offer a sell out

Due to an "overwhelming response" to the Country Lover free bath milk promotion J. N. Toiletries, division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland, have completely sold out of the offer.

Permanent eyelashes exhibited

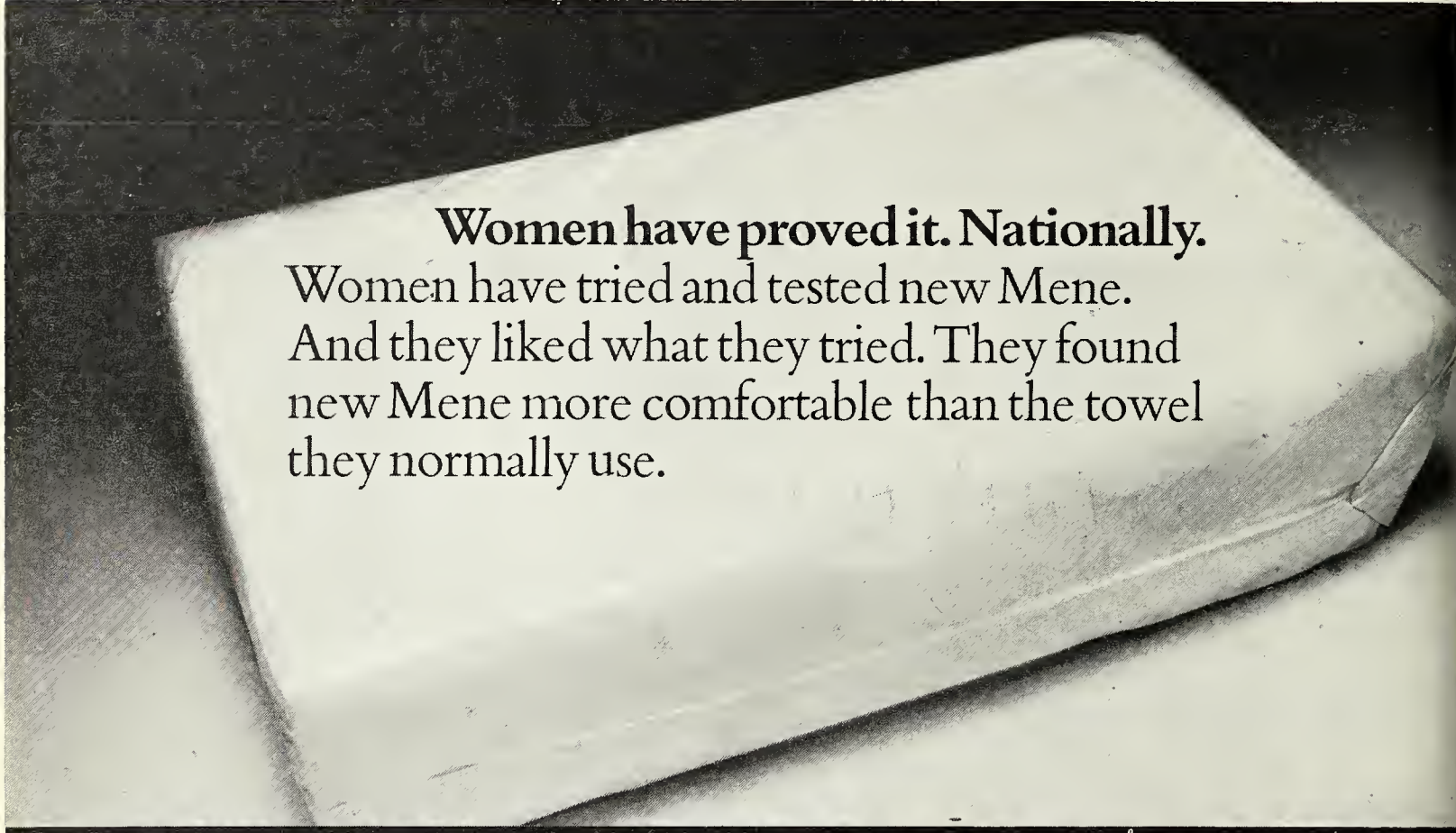
J. L. Perl Ltd, 8 Esterbrook Street, London SW1P 4BR, are currently exhibiting Eternalash permanent eyelashes at the Daily Mail Ideal Home Exhibition.

Ten-O-Six sampling success

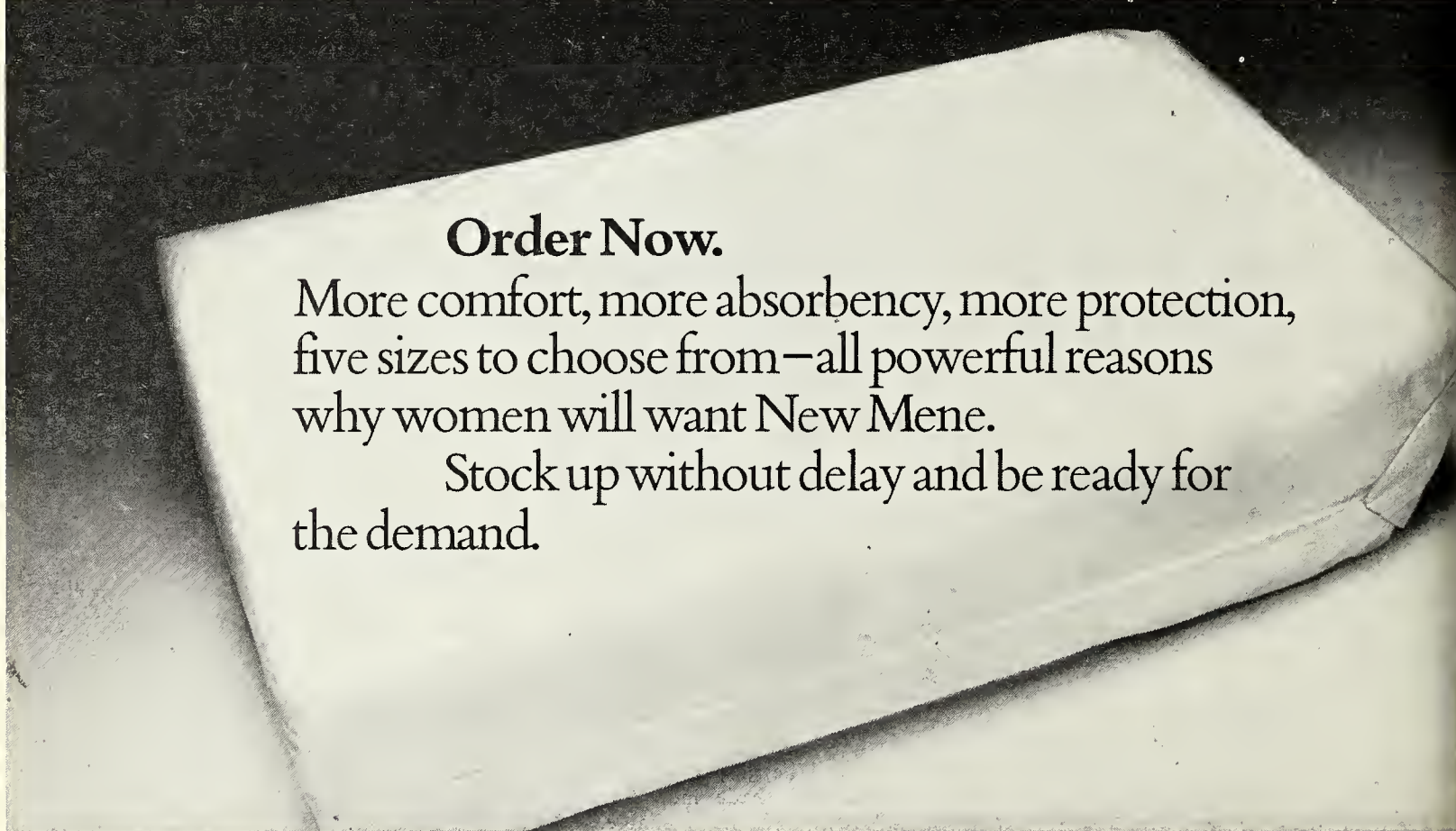
Bonne Bell's policy of supporting their stockists not only through accepted methods of advertising, but more important by the distribution of samples through the retailer direct to customers, is proving a great success. Bonne Bell's UK managing director, Neil Brookwick, commenting on sampling of Ten-O-Six, said "I believe it

New

It makes other feminine towels



Women have proved it. Nationally.
Women have tried and tested new Mene.
And they liked what they tried. They found
new Mene more comfortable than the towel
they normally use.



Order Now.
More comfort, more absorbency, more protection,
five sizes to choose from—all powerful reasons
why women will want New Mene.

Stock up without delay and be ready for
the demand.

Mene.

Feel a little less comfortable.

National Advertising to boost sales.

New Mene will be advertised with great impact in colour in specially selected magazines. In fact, 3 out of every 4 women in the market will read why they should change to new Mene.



Robinsons OF CHESTERFIELD



New Mene. New comfort in feminine towels.

Let Carnation help you reap bigger profits from this year's corn crop...

Jackie
HOT MUSIC, CLOVER TIGHTS AND MORE

Honey
GROUP 2 CLOVER TIGHTS

Woman and Home
3 m...
Bath spec...
Sally Scher...

Woman's Own
10 chick...
to make...

Woman's Weekly
THE LATEST...
FASHION...
LATEST...
LATEST...

Comic Strip:
I won't dance... don't ask me!
WHAT'S WRONG, ANGIE? DIDN'T YOU HIT IT OFF WITH MIKE?
NO, IT'S NOTHING LIKE THAT... IT'S THESE SHOES, THEY'VE RUINED THE EVENING!
IT WAS REALLY GREAT TO START WITH...
THEN MY FEET STARTED HURTING, I'LL NEVER WEAR THESE ROTTEN SHOES AGAIN!
DON'T YOU BELIEVE IT? I GET THEM THATS WHY I KEEP CARNATION CORN CAPS HANDY.
YOU KNOW WHAT YOU'VE GOT - CORNS!
CORN! - YOU MUST BE JOKEING, THEY'RE FOR OLD PEOPLE.
CARNATION CORN CAPS HAVE A DOUBLE ACTION - THEY RELIEVE PRESSURE & PAIN AND SOFTEN THE CORN FOR EASY REMOVAL!
LOOKS LIKE ANGIE'S GOING TO DANCE ALL NIGHT!
YES, THAT'S WHY WE CALL HER "DANCING FEET!"
CARNATION CORN CAPS
make the going
From your Chemist A product

When the going gets hard on your feet let Carnation soften up life a lot...
Don't suffer in silence. If you do develop a corn on your foot, buy a packet of Carnation Corn Caps and put them on - fast. Carnation Corn Caps have a double action. They relieve your foot to ease the pain and ease the corn. They are soft and easy to wear. They are for those who are awkward. You can put them on in your shop.

CARNATION CORN CAPS
FIVE
CARNATION CORN CAPS
MADE IN ENGLAND
CUXSON, GERRARD & CO. LTD.
OLDBURY, WARLEY, WORCS. ENGLAND

CARNATION® — the big name in Corn Caps and Corn Paint — is poised to launch a hard-hitting consumer advertising campaign throughout the Summer in a variety of popular women's magazines.

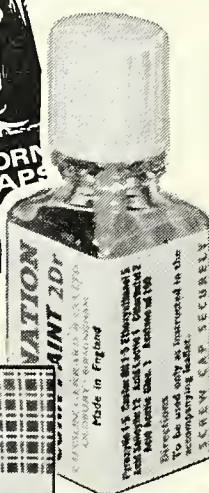
The campaign will be split into two — the first appealing to the younger women, the second addressing itself to the older market.

The campaign breaks in June and goes through to September. These are the magazines which will carry Carnation advertising:

"HONEY" "19" "JACKIE" "WOMAN'S REALM" "WOMAN'S OWN" "WOMAN'S WEEKLY" & "WOMAN & HOME".

with a combined readership of over 22 million!

STOCK UP NOW — and take advantage of the big demand for Carnation Corn Caps and Corn Paint that's coming your way this summer.



CARNATION®

...a step ahead every time

See your usual Carnation Representative or contact:
CUXSON, GERRARD & CO. LTD.
Oldbury, Warley, Worcs. B69 3BB.
Telephone: 021-552 1355

Trade News

Continued from p 327

is an indication that we are on the way to establishing it as the leading cleansing lotion in this country, which is already the case in other countries where Bonne Bell is on sale". Information is available from Bonne Bell, York House, Empire Way, Wembley, Middlesex.

Polaroid's display material

Colour-printed cubes which can form "building blocks" for different display structures are among the new range of point of display material from Polaroid (UK) Ltd, Rosanne House, Welwyn Garden City, Herts. Each cube carries graphics, brand identity logos and reproductions of instant colour pictures on its six facets.

A large header card used in conjunction with a cube provides a stand for one or two Colourpack cameras. There are also individual camera crownners with "write-on price roundels," a window banner and brand logo "decals" for doors and windows. A washable foam-backed counter mat illustrates the features and capabilities of the nine Polaroid cameras between £5 and £80.

Libresse promotion success

Over 100,000 pairs of tights have been given away in the Libresse free tights promotion launched at the end of last year by Sancell Ltd, Sancell House, Harpenden, Herts. The makers say the promotion has been so successful—Libresse market share in December was 12.3 per cent—due to the support received from chemists who have given the product special display emphasis.

Analysis of the promotion has shown that over 20 per cent of Libresse tights packs have been bought by first-time buyers and with final redemptions estimated at over 250,000, a further increase in sales is expected this year.

Christmas showrooms

Shulton (GB) Ltd, Trevor House, 100 Brompton Road, London SW10 9PZ, will be showing Old Spice, Burley, Oriental Spice, Desert Flower, and Breck at the following showrooms: Central Hotel, Glasgow, June 17-21; Hendon Hall Hotel, Hendon, June 17-21; Majestic Hotel Harrogate, June 24-28; Turks Head Hotel, Newcastle, July 1-5; Castle Hotel, Norwich, July 1-5; Hotel Metropole, Brighton, July 8-12; Midland Hotel, Birmingham, July 8-12; and Hotel Piccadilly, Manchester, July 15-19.

Price Commission rejections

During February, the Price Commission rejected increases sought by Humphries Film Laboratories Ltd (film developing and printing), Addis Ltd (hairbrushes, nailbrushes, combs, toiletries, tooth brushes and denture brushes), the Boots Co Ltd, Johnson & Johnson Ltd (toiletries and surgical dressings), Merck Sharp and Dohme Ltd, Animal Health Division (anthelmintics, coccidiostats), and Ronson Products Ltd (shavers, hair dryers, electrical toothbrushes etc).

Agency agreement

Following his recent return from the USA, John Williams, the sales director of Jen-



Naked Esscents, new perfumes by Alyssa Ashley from Houbigant Ltd, Salbrook Road, Salford, Redhill, Surrey (see C&D February 23, p 193)

cons (Scientific) Ltd, Mark Road, Hemel Hempstead announced an agency agreement between Jencons and the Wheaton Glass Co of New Jersey, USA. This agreement gives Jencons the sole marketing rights in the UK for the range of bio-medical apparatus and equipment manufactured by the Wheaton Glass Co and Jencons has just published details of the apparatus and equipment in a new twelve page leaflet.

Dow leaflet

A new Dow Chemical booklet outlines the chemical, physical and antimicrobial properties of Dowicil 200, a preservative said to be effective over a broad spectrum of micro-organisms, yet low in toxicity simple to formulate and compatible with most cosmetic emulsion components.

The product, formerly manufactured in the USA, will soon be available from Dow's plant at King's Lynn. Applications are in water-based formulations such as shampoos, face creams and eye-liners. The booklet is available from Dow Chemical, Heathrow House, Bath Road, Hounslow TW5 9QY.

Glass apparatus

A leaflet from Jencons (Scientific) Ltd, Mark Road, Hemel Hempstead, Herts, lists a range of bio-medical apparatus and equipment such as ampoules, ampoule fillers, crimpers etc, manufactured by the Wheaton Glass Co, USA, for which Jencons have marketing rights in the UK.

Bonus offers

Viking Brews Ltd, 28 Clive Street, North Shields. Geordie home brew kits. Extra 5 per cent discount (during April and May).

Lon (UK) Ltd, 58 Russell Square, London WC1. Repelesect insect repellent. 10 invoiced as 9 on 3 x display pack of 10. (March 31 to April 30).

W. B. Pharmaceuticals Ltd, Fulton House, Empire Way, Wembley, Middlesex HA9 0LX. Uvistat display bonus. 56 invoiced as 48, with 144 as a bonus of 36 Uvistat cream 50g. Through representatives.

Letters

Misdirected attack

Despite my impeccable qualifications for the job, I have absolutely no intention of standing as a candidate in this or any year's Pharmaceutical Society Council elections. Consequently, I have no real need to use your columns to publicise my name, but I feel that I must put in a protest against what I consider to be a personal, emotive and irrelevant attack on one of your correspondents.

Though Mr Millward (C&D March 9) asserts that "it behoves us all to examine" Mr Blum's letter of February 23 "very carefully indeed", he does not appear to heed his own advice, as he attacks as "humbug" and "rubbish" Mr Blum's "solution" of a "state takeover of retail pharmacy". Now, Mr Blum may or may not have unorthodox views on the subject, but nowhere in the letter referred to does he as much as mention "state takeover of retail pharmacy".

Also, I find it rather strange that Mr Millward, who once indicated a desire to join the Labour Party's working group on the pharmaceutical industry, should show such antipathy towards a member of the group.

Raymond Hutchinson
Harrow, Middlesex

Books

Chemical Industry Directory

Benn Brothers Ltd, Lyon Tower, 125 High Street, London SW19 2JN. 11½ x 8½ in. pp. 4400. £11.50.

Greatly increased European coverage, reflected in more than double the number of entries in the index section, is an important feature of the 1974 Chemical Industry Directory.

The index—now moved to the front and called the ABC Directory—employs an improved coding system that enables users to see at a glance who are chemical manufacturers, chemical traders, plant and equipment manufacturers, plant contractors, laboratory apparatus manufacturers and the providers of services.

The directory, the publishers state, provides "the only comprehensive listing of the European chemical industry in a single volume." Approximately 4,175 companies are listed (against about 2,000 previously), with names, addresses and telex numbers. There is a Who's Who of persons in the UK chemical industry; a section listing the activities of UK chemical manufacturers; information about UK traders in chemicals and chemical plant; selected chemical plant contractors in the UK and elsewhere; "Who Owns Whom"; a "Buyers' Guide" to chemicals, chemical plant and laboratory apparatus with manufacturers listed under trade headings; and details of trade organisations, industrial research associations, administrative groups, etc.

Proposals to help 'essential' small pharmacies

Details of a proposed scheme to improve the remuneration of essential small pharmacies are to be put before Sunday's meeting of the new Area Chemist Contractors Committee representatives.

The scheme is a revised version of one circulated to Local Pharmaceutical Committees in July 1973, and is "for discussion purposes only". No decision will be taken at the conference. The proposals are set out below, and the representatives will also have before them some worked examples.

Objectives and qualification criteria

1. The scheme would be applicable to both urban and rural pharmacies providing an essential service.
2. It would improve the availability of pharmaceutical services by providing an incentive to pharmacy redistribution by the opening of new pharmacies in areas of particular need.
3. The amount of additional remuneration available to pharmacies qualifying under the scheme would be geared to the relative importance of NHS dispensing to the business as a whole and also to the overall size of the business in terms of total turnover.

With these objectives in mind the Committee believes that to qualify the sole fundamental criterion should be whether the pharmacy is or would be providing an essential pharmaceutical service not otherwise reasonably available to the community. Additionally, the pharmacy must be under the full-time supervision of a proprietor pharmacist having a controlling interest in the business and the following guidelines are laid down to assist the various committees in making their recommendations:—

- ☐ There should be no other pharmacy within a radius of two miles, subject to adjustment in respect of natural or artificial barriers to access.
- ☐ The pharmacy should provide a full pharmaceutical service not less than five days per week.
- ☐ The pharmacy must dispense not more than 24,000 prescriptions per annum and have a retail turnover not exceeding £20,000 per annum (excluding VAT). These limit figures would be subject to a reciprocal variation up to a maximum of 25 per cent eg a pharmacy dispensing 26,400 prescriptions per annum (10 per cent above the 24,000 prescriptions limit) would not be excluded if its retail turnover did not exceed £18,000 (10 per cent below the £20,000 pa limit). The limit figures represent the point at which additional remuneration reduces to zero and would be subject to regular review.
- ☐ There must be a population of not less than 2,000 within the pharmacy catchment area.

It is stressed that the guidelines are neither comprehensive nor exclusive and it would not therefore be obligatory for a pharmacy to satisfy all of the four requirements listed in order to be eligible. But where, subsequently, a pharmacy which has previously been considered as essential and therefore qualifying for additional remuneration, may no longer be regarded as essential for any reason, eg the opening of another pharmacy within a two mile radius, then the pharmacy will continue to remain eligible for additional remuneration for the two years following loss of status. Such cases would, however, be reviewed individually and loss of status would not be automatic.

Procedure

1. The initial application would be made by the contractor to the administrator of the Family Practitioner Committee who would consult the Area Chemist Contractors Committee.
2. Where an appeal is necessary, it would be made in the first instance to the pharmacist members of the Regional Committee appointed by the Area Chemist Contractors Committees within the region.
3. Where a further appeal is necessary, it would be made to the Pharmaceutical Practices Committee.

A contractor's application would be in respect of either a basic practice allowance and premises allowance or an initial practice allowance. In appropriate circumstances it would be possible for a contractor to receive all three allowances, but not at the same time. The basic practice allowance and premises allowance could only be approved after examination of the contractor's accounts whereas the initial practice allowance would be payable at the commencement of practice.

Additional remuneration

Following approval of his application, the contractor would be considered for additional remuneration calculated on the following bases:—

Basic practice allowance: This is designed to yield a minimum net income from NHS dispensing on the following scale:—

Scripts pa (000's)	Minimum income
0-9	£1,800
9-12	£2,160
12-15	£2,520
15-18	£2,880
18-21	£3,240
21-24	£3,600

The bottom of the scale is set at 50 per cent of the nationally negotiated proprietor's notional salary, bearing in mind that at this level significant expenditure on

ancillary staff would be unnecessary and adequate time would be available for the conduct of normal concurrent retail pharmaceutical sales. The scale rises to 100 per cent of notional salary between 21-24,000 prescriptions per annum at which point the proprietor pharmacist would be very substantially occupied with dispensing duties and thus properly reliant upon that function for his full notional salary. The scale would thus rise automatically with increases in the notional salary normally negotiated with the Department of Health and the figures above relate to the expected scale for 1974.

Calculation of the allowance is "relatively simple". From NHS fees and on-cost are deducted the NHS proportion of allowed overhead expenses and the appropriate fixed labour cost allowance to determine the net income from NHS dispensing. This is compared with the basic practice allowance scale and any shortfall becomes payable to the contractor.

A point requiring further explanation is the application of a fixed labour cost allowance. The variations in the level of staffing from pharmacy to pharmacy do not permit a simple apportionment of the labour costs in any given pharmacy. Having regard to the number of supporting staff and the proportion of their time spent on NHS dispensing as revealed by successive inquiries, the Committee found it necessary to make an assessment of the normal level and cost of staffing required to service a given volume of NHS prescriptions irrespective of the volume of retail trade. In so doing the assumption has been made that, in a pharmacy dispensing up to 24,000 prescriptions per annum, the employment of an assistant pharmacist is unnecessary but that a proportion of the time and cost of dispensing assistants should be allowed for. The relevant data from the 1969 cost inquiry has been considered and a suitable scale of labour cost allowance for use in calculating the basic practice allowance has been assessed. This scale will be reviewed in the light of the findings of the 1973 cost inquiry and will be subject to annual updating.

Premises allowance: This is designed to reimburse the appropriate proportion of actual establishment costs applicable to each eligible pharmacy and assumes particular importance where a proprietor pharmacist is faced with a substantial rent increase following renewal of his lease. The allowance payable is equal to the NHS turnover percentage of the actual rent and rates of the pharmacy concerned.

If a contractor does not qualify for a basic practice allowance payment because his net income from NHS dispensing as calculated exceeds the scale shown, the excess net income above the scale is deducted from the premises allowance. The premises allowance is deliberately calculated separately from the basic practice allowance in order that the amount due may be varied, if necessary in particular cases by the addition of a premium.

Initial practice allowance: This is intended to represent an inducement to encourage the opening of pharmacies in areas at present inadequately serviced and would not be available to pharmacist successors in

any business. The allowance takes the form of a lump sum grant of £1,500 and would be conditional upon the pharmacy remaining under the day to day supervision and control of the establishing proprietor pharmacist for a period of five years. Breach of this condition for any reason within the stipulated period would require repayment of the grant by the pharmacist at the rate of £300 for each year remaining. The pharmacist receiving the allowance would be required to insure against this eventuality.

Comment on financial aspects

A minimum net income from NHS dispensing is considered essential according to the scale shown and it is regarded as reasonable that the full proprietor's notional salary (£3,600 pa) should be earned from NHS dispensing only towards the upper level of the scheme ie where 21-24,000 prescriptions per annum are being dispensed.

Turnover limits need to be set to determine eligibility and it is proposed that any pharmacy satisfying the other criteria and dispensing not more than 24,000 NHS prescriptions per annum (ie groups I-IV) and having a retail turnover not exceeding £20,000 pa should qualify. From previous profitability studies it is known that groups V-VI pharmacies dispensing more than 24,000 NHS prescriptions per annum are generally achieving acceptable net earnings from NHS dispensing whilst other groups are not generally achieving satisfactory NHS returns. It is assumed that a net rate of return of not less than 10 per cent on retail turnover is achieved, yielding a net income of £2,000 pa from a retail turnover of £20,000 pa. Thus if the proprietor pharmacist derives a net income of £2,000 pa from retail turnover alone he is presumed to have an adequate income overall and not to require the additional remuneration available under the scheme.

The operation of the scheme, particularly in relation to the levels at which the various allowances are set, would be reviewed annually. The document points out that the impact of inflation on retail turnover during the last four years will have markedly reduced the percentage of pharmacies (67 per cent) below the £20,000 pa cut-off point. Below this level, proprietor-run pharmacies out-number managed pharmacies in the ratio 3:1.

Few pharmacies qualifying under the scheme would have a net income from all sources of less than £3,000 pa and this figure, which approximates to the current notional salary of a proprietor pharmacist, is regarded as a realistic level to preserve the financial viability of essential pharmacies.

Conclusion

The Committee believes that the scheme proposed will advance the public interest in facilitating the wider provision of pharmaceutical services and will ensure the financial viability of all pharmacies meeting the stated criteria and providing an essential service.

Reorganisation

Sunday's meeting of Area Chemist Contractors Committee representatives will also examine the role of new committees under the NHS Reorganisation Act.

Prescription specialities

BURINEX injection

Manufacturer Leo Laboratories Ltd, Hayes Gate House, 27 Uxbridge Road, Hayes, Middlesex

Description Bumetanide 0.25mg per ml in amber glass ampoules

Indications Oedema when a prompt diuresis is required, eg acute pulmonary oedema, cardiac oedema, acute and chronic renal failure, hepatic ascites, nephrotic syndrome, salicylate or barbiturate poisoning

Dosage *Pulmonary oedema*: initially 0.5-lmg intravenously repeated 20 minutes later if necessary. As an infusion: 2.5mg in 500ml infusion fluid over 30-60 minutes. *Salicylate or barbiturate poisoning*: initially 2mg intravenously then 1mg every 4 hours to total 7mg in 24 hours in usual procedure for alkaline diuresis. Intramuscularly: 0.5-lmg initially and dose adjusted. Should not be given to children

Contraindications, precautions, side effects As for Burinex tablets

Shelf life 3 years

Dispensing diluent Dextrose injection, sodium chloride injection, sodium chloride and dextrose injection

Packs 2ml ampoules 10 (£1.40 trade) 25ml ampoules 5 (£5.25)

Supply restrictions P1, S4B

Issued March 1974

MUMPSVAX vaccine

Manufacturer Merck Sharp & Dohme Ltd, Hoddesdon, Herts

Description Powder which when reconstituted contains in each dose not less than 5,000 tissue culture infectious doses (TCID₅₀) of mumps virus vaccine Jeryl Lynn (B level) strain

Indications Immunisation against mumps in children over 1 year and adults

Contraindications Pregnancy. Infants under 1 year. Sensitivity to eggs, chicken feathers, neomycin. Patients with blood dyscrasias, leukaemia, lymphomas, or other neoplasms affecting the bone marrow or lymphatic systems. Patients receiving ACTH, corticosteroids, irradiation, alkylating agents, antimetabolites. Gamma-globulin deficiency and any other immune deficiency state. Any active infection is reason for delaying vaccination

Dosage 1 vial. To reconstitute, all the diluent in the syringe should be injected into the vial of lyophilised vaccine

Precautions For subcutaneous use only. Not to be given less than 1 month before or 1 month after immunisation with other live virus vaccines.* May temporarily depress tuberculin sensitivity for 4 weeks or longer so tuberculin tests should be administered before mumps vaccine. Adrenaline should be available for immediate use. *(Oral polio permissible).

Side effects Mild fever occasionally. Parotitis has been reported and rarely, purpura and allergic reactions such as urticaria. More rarely encephalitis and other ner-

vous system reactions have occurred but a cause and effect relationship has not been established

Storage In refrigerator for immediate use at 2-8°C. Protect from light. Reconstituted vaccine should be stored similarly and discarded within 8 hours

Dispensing diluent Only the diluent supplied should be used

Packs Single dose vial of lyophilised vaccine with disposable syringe containing diluent (£1.15 trade)

Supply restrictions P1, TSA

Issued March 1974

Minims now available

Smith & Nephew Pharmaceuticals Ltd, Bessemer Road, Welwyn Garden City, Herts, say that production difficulties have been overcome and Fluorescein Minims and Rose Bengal are now available.

Ponderax PA CAPS capsules

The new prolonged action capsule presentation of Ponderax (C&D, March 2, p 224), made by Servier Laboratories Ltd, Servier House, Horsenden Lane South, Greenford, Middlesex, is described as Ponderax PA CAPS.

Stugeron 250 pack

Janssen Pharmaceutical Ltd, Janssen House, Chapel Street, Marlow, Bucks, have introduced a new pack size of 250 Stugeron (£3.14 trade).

Stelazine injection

Stelazine injection, made by Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts, is now available as 2mg/2ml and 3mg/3ml ampoules. Prices per pack of 12 are: 2mg/2ml ampoule, £1.20; 3mg/3ml ampoule, £1.32.

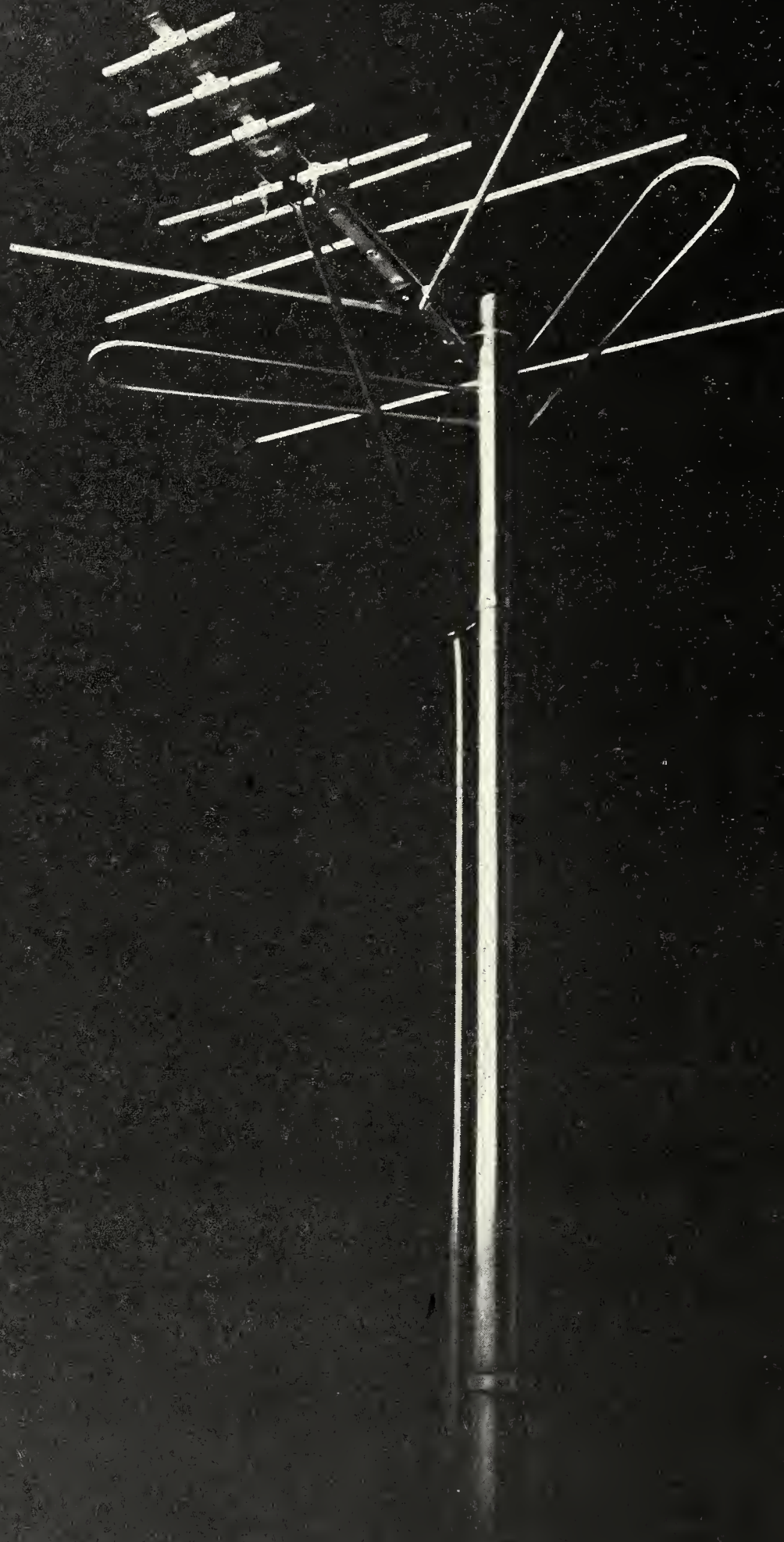
Nupercaine heavy spinal solution

CIBA Laboratories, Horsham, Sussex RH12 4AB, have written to all anaesthetists and hospital pharmacists warning that small cracks may be occurring at the tip of a few ampoules containing Nupercaine spinal solution. The letter advises against using Nupercaine ampoules if alternative treatment is possible. Any ampoules stored in antiseptic solution should be destroyed and reimbursement claimed, similarly any ampoules with visible defects should be returned to CIBA.

The letter says that if use of the solution is essential, the ampoule should be examined carefully with magnification and should not have been in any liquid likely to cause contamination. CIBA say that none of the batch under suspicion has been distributed and that no orders for the solution can be supplied for an indefinite period.

Help offered for registration

European Bureau for Regulatory Affairs in the Pharmaceutical and Allied Industries has been formed by Clifford B. Holliday, FPS. Amongst the services offered by the bureau is help in the registration of new drug products to the government health authorities in all countries. This includes the drawing up of documents, advice on technical requirements and on the setting up of clinical and other studies, translation service, preparation of literature, etc. Address: Chemin de Lucinge 1, 1006 Lausanne, Switzerland.



Mightier than the pen.

Nothing on earth is as convincing as seeing the hard-to-believe happen before your eyes.

Which is why Polaroid Instant Picture Cameras will be one of the most heavily televised products in the British photographic business this summer. With a campaign reaching 36 million people, anything up to 20 times each. And lasting from April to July.

Two new commercials, telling them how our Square Shooter 2 gives beautiful colour pictures in only 60 seconds. At a price that's hard to beat. £12.36.

But powerful as television is, we know that only the printed page in major magazines and newspapers can detail all the features of our cameras and show the beauty of our pictures.

So, we'll be using colour spreads in the Sunday Times Magazine, Daily Telegraph Magazine and Readers Digest. And for our Super Swinger black-and-white camera, big spaces in national newspapers like the Daily Express, Daily Mail and the Sun. Reaching another 20 million people.

Which is where you come in. Because if there's one thing that can beat a demonstration of our cameras on television, it's a demonstration in your store.

Polaroid Instant Picture Cameras.



Polaroid and Swinger are trademarks of Polaroid Corporation, Cambridge, Mass., U.S.A.
Polaroid (UK) Ltd., Ashley Road, St. Albans, Herts.
© Polaroid Corporation, 1974. All rights reserved.

Meet the two new members of the Sweetex sales force.

Sweetex, the out-and-out brand leader in the artificial sweetener market* will be spending £200,000 over the next 12 months on a powerful, hard hitting consumer advertising campaign.

Anita Harris and Mike Aspel, well known and popular personalities feature in full colour testimonial advertisements appearing across a broad spread of Women's magazines and the National Press.

Plus double page colour advertisements in the slimming press dramatically demonstrating the importance of no-Calorie Sweetex to the serious slimmer.

A three pronged attack on your weight conscious men and women customers and the determined slimmers.

Make sure you can meet the demand for Sweetex. Remember Sweetex has the no-Calorie sweetener that dietitians recommend.



Sweetex
The no-Calorie
sweetener

SPOTLIGHT ON SLIMMING

Why worry about weight?

Dr Elizabeth Evans, Department of Nutrition,
Queen Elizabeth College, University of London

If the adult population is estimated to be overweight. Obesity is now widely recognised not only as the most common nutritional disorder in Britain today, but also as having serious consequences on health. Obesity is rarely given as the cause of death but it is often an important contributory factor. Insurance statistics show that 10 per cent overweight results in a mortality one-fifth higher than for all persons insured at standard risk and that with 25 per cent overweight the excess mortality is about one-third.

Conditions associated with obesity include diabetes, though not all diabetics are obese; cardiovascular and renal diseases; cirrhosis of the liver; more risk is attached to abdominal operations and the obese are more prone to accidents. In addition there are less lethal conditions associated with overweight such as flat feet, varicose veins, hernias, osteoarthritis especially of the knees, hip and spine, and bronchial disorders, all of which give rise to much chronic discomfort. Obese women are often infertile and the overweight woman starts her pregnancy with a 35 per cent handicap. However it is encouraging to note that if a fat person successfully reduces his weight, his life expectancy improves and in insurance terms he becomes normal risk. It has been suggested that a 10 lb overweight carries a greater health risk than smoking 25 cigarettes a day.

Metabolic differences

Obesity was thought simply to be the result of eating too much; the cure obvious—to eat less! It has become increasingly evident however that the aetiology of obesity is much more complex and the contemporary view is that fat people show many metabolic differences from thin people, which predispose them to obesity. These people are usually overweight but not all overweight people are obese. In a non-athletic individual, when weight deviates by 20 per cent or more above the ideal weight for height, using the tables compiled by life insurance companies as standards, then the excess weight is probably fat.

Obesity is the result of a positive imbalance between energy input from food and energy output as activity or as heat from the body. In the past, obesity has been approached with a moral outlook that regards the condition as something wicked resulting from too much indulgence in two of the deadly sins—gluttony and sloth.

The real explanation is more complex. There is no evidence that fat people eat more than thin people and little to indicate that their activity is different. The factors influencing both food intake and energy expenditure are many and related.



Courtesy of Bisks

The amount of food required for weight maintenance in adults of the same age, sex and occupation can vary twofold. The affluent Westerner maintains weight at a higher energy intake than his third world cousin. Even within Britain food intakes vary in different sectors of the population; the upper socio-economic groups consume more food than the poor and yet show a lower prevalence of obesity.

Some fortunate people are able to maintain weight for long periods of time without thinking about their diet or the amount of exercise they take despite consuming tons of food over a lifetime. The controlling mechanism must be precise as an error of only 1 per cent in balancing energy input and output would result in a doubling of bodyweight every 20 years. However the degree of precision is greater in some people than in others; some are able to burn off their excess calories while others lay them down as fat.

Control mechanisms can either act both for input (appetite) and output (energy expenditure resulting from exercise or heat production). In man appetite control can be easily overridden by many external cues such as good cooking, company and other incentives. The controls on energy output by changes in metabolic rate are probably of great importance in the maintenance of bodyweight.

In studies where people have doubled their normal food intake, the weight gains

have been less than expected from the excess calories consumed. Clearly these people were able to adapt to overfeeding and disposed of their excess calories as heat. This mechanism appears to be defective or absent in the obese.

Experiments on overfeeding obese patients have shown that those near their maximal weight gained weight more slowly than those who had previously reduced. The metabolic rate may be depressed in the obese during long periods of restricted food intake and the situation arises where some obese are consuming apparently less than their measured basal requirements for energy and still maintain weight. Such individuals probably depress their energy expenditure in the night as do hibernating animals.

The heat production associated with the intake of food depends upon the distribution of meals within the day, nibblers producing more heat than gorgers. Thus for a slimming regimen it is better to spread a 1000 calorie diet over the whole day in a number of small meals rather than in one meal. Exercise has also been shown to potentiate the heat response to feeding so the dieter should be advised to exercise after meals and to eat earlier in the day to take advantage of the potentiating effect of normal activities.

Obesity often begins in childhood; four out of five obese adults were fat as children. Heredity and environment are important factors as nearly all obese children have either one or both parents obese.

Some authorities claim that the total number of fat cells in the body is determined within the first year of life. Thereafter cells are either filled or emptied, but the larger the number of fat cells the greater the chance the child has of becoming obese. The fact that bottle feeding makes it easier to overfeed, together with the practice of feeding solid foods such as cereals at the earliest opportunity, may be responsible for the increase in the number of overweight young people. Mothers' obsession with big, bouncing babies may be responsible for problems later in life.

Weight reduction

At present, the only effective means of reducing weight in most obese people is by restriction of food intake. However evidence indicates that many people are unable to stick to a diet without a great deal of determination. They lose weight while under supervision, but follow-up studies show that many have regained the weight they had lost.

The aim of all diets is to reduce energy intake below energy expenditure. All the weird and wonderful diets seen in women's magazines attempt to do this and are useful as long as they are nutritionally balanced. Normally the recommended intake for women is about 2200 calories a day and about 2700 calories for men. In reducing diets the aim is 1000—1500 calories a day. The rate of weight loss will depend on the calorie restriction and the degree of overweight. Although weight losses tend to be greater initially, the average weight loss over a period of time is about 1 to 2 lbs a week.

To meet the needs of the "slimmer"

Continued on p 338

SPOTLIGHT ON SLIMMING

a large market (over £50 million per annum) has developed in dietary preparations as aids in diet control. Although no food can be said to be slimming as all foods contain calories, these dietary aids score because of their convenience and psychological support.

Pharmaceutical preparations available to assist the obese patient should ideally be both anorexic and thermogenic, that is, they should both reduce appetite and increase heat production.

Appetite depressant drugs may be bul-

king agents or have a direct effect on the appetite centres in the brain. The most commonly used bulking agents are derivatives of methylcellulose, but are usually presented to the gullible public in doses too small to be of any value. A dose of at least 10g a day is necessary to be effective. Guar gum, a naturally occurring bulking agent, is as effective at the same dose levels but has less risk of intestinal blockage.

The weight loss of obese diabetic patients treated with phenformin and metformin has been attributed to the anorexic

effect of the biguanides. The evidence for this activity in obese non-diabetics is contradictory.

Amphetamine is no longer used because of its addictive properties. The search has been for related compounds with selective action, that is, the anorexic effect is retained without central nervous stimulation eg diethylpropion, chlorphentermine and fenfluramine. Fenfluramine increases the uptake of glucose by muscle and stimulates thermogenesis, at least in obese subjects.

Research is in progress to find effective thermogenic agents which will enable the obese to lose weight without the discipline of restricting food intake.

The pharmacist who invented Limmits

"A bit of a coincidence" is how Mr Les Gower describes his entry into pharmacy. His original intention was a career in the film industry but by 1964 he had become technical director of Unieliffe, Sandwich, after helping to create one of today's most well-known slimming products.

Mr Gower matriculated from Sir Walter St John's School, Battersea, with a bias towards science subjects. After serving in the Royal Navy during the war, he joined the film industry as a control technician on film processing.

"But the pressures were tremendous", he said. "Two of my bosses died in a year." So he decided to leave before the same happened to him and he signed on for the Chemist and Druggist course as a Boots apprentice, eventually obtaining a BPharm degree from Chelsea College.

Now, having recently returned from a hectic business trip half way round the world, he wonders why he ever thought pharmacy would be less demanding!

His first job in the pharmaceutical industry was with Beecham at Brockham Park where he did research into penicillins. He then worked in a pharmacy in Blackheath, London, for five years before returning to industry as manager of the Pfizer research and development laboratories, studying steroids and antibiotics.

In 1961 the Pfizer proprietary medicines group, then known as Universal Laboratories, turned their attention to slimming products, foreseeing a potential that has since developed into a £50m per annum market in the UK.

At this time, Metrecal, a meal replacement in the form of a drink, was introduced from America. The company hit on the idea of a meal replacement in the form of something to eat—and what could be more acceptable to the snack-eating British public than biscuits? Mr Gower had read a newspaper article explaining how the biscuit-making industry had prepared for a huge upsurge in biscuit eating as soon as rationing ended—an increase which did not materialise—and consequently he knew there was already a large manufacturing capacity available.

So a special biscuit was formulated, with extra protein, minerals and vitamins and the carbohydrate and fat content balanced to give the greatest satisfaction. Mr Gower admits that in the early days the product was effective but "the texture



left something to be desired." However as the knowledge of food formulation grew, the eating properties of Limmits improved and the ability to modify a wide range of foods into dietary products was developed.

Mr Gower, who was responsible for marketing and sales between 1962-65, feels Limmits have been so successful in the UK because the British are a biscuit-loving nation, to the extent that biscuits are almost a national dish. Initially, Limmits were introduced to 11 other countries but did not meet with the same success ("perhaps we should have tried paella in Spain and ravioli in Italy"). Foreign sales are now restricted to Australia and Germany, where products are tailored for local tastes.

Attitudes to obesity have changed considerably since the early sixties. Mr Gower says the public are far more concerned now about their weight, although the proportion of overweight people was probably the same in 1961. Lack of food during the war years had left its impression and people were still "stuffing into food" whenever the opportunity arose.

Job satisfaction

Mr Gower likes working for a fairly small organisation as it gives a sense of personal involvement. Instead of disappearing into the higher echelons of management, he likes to see every project through from the beginning of an idea

to the product coming off the lines and "finds it difficult to keep out of the labs." Above all he stresses the need for job satisfaction. "Your largest single activity is your work and if you don't enjoy it you might just as well pack up."

One of the greatest virtues of a pharmaceutical education, he feels, is that it gives an ability to comprehend over a wide range of subjects and put all observations into context, whereas a specialist in a narrower field may tend to see just one small sector. "It is the attitudes of mind that are important. In product development we need people with thought processes capable of interpreting from first principles the significance of what they hear and read."

He sees pharmacy in industry as a vocation rather than a profession. "Pharmacy is really all about delivering drugs to the system effectively and safely". Although we have progressed a long way with elegant preparations, painless injections and so on, the method of delivering drugs are still "pretty crude". To treat a boil it seems illogical to subject the whole of the body to systemic antibiotics, to cure a headache it should not be necessary to administer the analgesic to every other organ as well.

Pharmacological research today concentrates mainly on developing drugs which act specifically, but there is still tremendous scope in the development of drug delivery techniques and this, Mr Gower suggests, is a "great area for the pharmacist".

In his leisure time, Mr Gower implicitly believes in playing as hard as he works. He will travel anywhere and work till any hour from Monday to Friday but insists on devoting the weekend entirely to home, family (he has four children) and hobbies. Mr Gower has three gardens, two greenhouses, 22 varieties of chrysanthemums and grows all his own vegetables.

He was chairman of the Isle of Thanet Branch of the Pharmaceutical Society for a year, but lack of time prevents him from taking a more active part in pharmaceutical politics. Considering that a typical day may involve getting up at 5 am to commute to the London office for a day's work, followed by a slimming teaching in the evening, followed again by a board meeting into the early hours, it is not difficult to understand why.

You're on to something good with Kousa Naturally Light

An exciting new food for slimmers made from whole wheat flakes, fruit and whole yoghurt—that's Kousa Naturally Light.

This important new product will be launched in the South in early March. 57 thirty-second spots start on Southern TV in the week beginning 4th March. Supported by local evening newspapers.

The national launch starts from May, using a powerful campaign of full-colour pages in *Woman & Home*, *She*, *Woman's World*, *Good Housekeeping*, *Woman's Journal*, *Nova*, *Shape* and *Slimming & Nutrition*. Also whole page black-and-white advertising in *Here's Health*, *Radio Times* and *TV Times*.

Kousa will be marketed through chemists and health-food stores. So this is your chance to strengthen your sales to the booming slimmers' market in your area.

The advertising has an appetising story to tell. Natural ingredients. An enjoyable taste. A really satisfying food—yet there's only 198 calories per meal.

Your customers will demand Kousa. It's only natural.

Kousa Naturally Light

NEW
PRODUCT!

KOUSA
Naturally Light

3 low-calorie meals made from
wheat, yoghurt and fruit
with vitamins

Each meal
contains a balanced mix of
apple, orange and pear

POST
TODAY

NAME

Block letters please

BUSINESS ADDRESS

Milupa Ltd, 130 Mount St, London W1X 5HA
Please send me details of Kousa Naturally Light

Kousa is a trade
mark

"I stayed plump after my babies were born until I discovered Ayds."

"You'd think having two small children would keep you slim, wouldn't you? But I found out quite the contrary. Naturally, I put on weight while I was having the babies. But I thought with all the running around looking after them those extra pounds would soon drop off. Well, they didn't. And I only had myself to blame.

"You see, I didn't really eat properly during the day. I'd have a snack here or a biscuit there and as for the babies' left-overs—well, I really scoffed those. So I got fatter. And the more weight I put on, the more depressed I felt—and the more sweets and biscuits I ate.

"Well, I dieted and found I lost a few pounds. But I couldn't get off that last important stone. Luckily, my sister-in-law ran the local SOSS group (Society of Serious Slimmers). I joined and started to take Ayds.

"Right away I managed to keep to a calorie-controlled diet. I ate properly, a really healthy diet. And if I was desperate for something sweet I'd have an Ayd instead. I felt so well, too. Full of life—quite unlike how one usually feels on a diet. And in just six weeks I lost that stone.

"People sometimes ask me how I've managed to keep my figure after having two children. I tell them that my figure's better now than it's ever been! Thanks to Ayds."

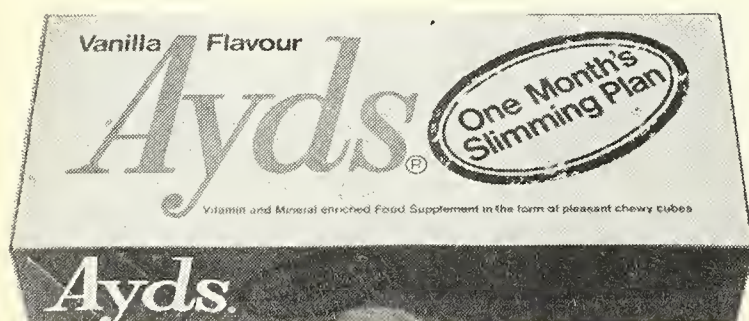
By Rae Brown, as told to Anne Isaacs.

How Ayds work. Medical scientists believe that there's a part of your brain that helps to control your appetite. It responds to the amount of glucose in your blood that the body can use for energy purposes. So when the level of this blood glucose drops you start to feel hungry, and this usually happens not long before the next meal. But if you take an Ayd (or two) with a hot drink (that helps the body absorb it) about a half an hour before the meal, your level of blood glucose rises and you won't want to eat so much. *With Ayds you eat less because you want less.* There's a month's supply in every box of Ayds.

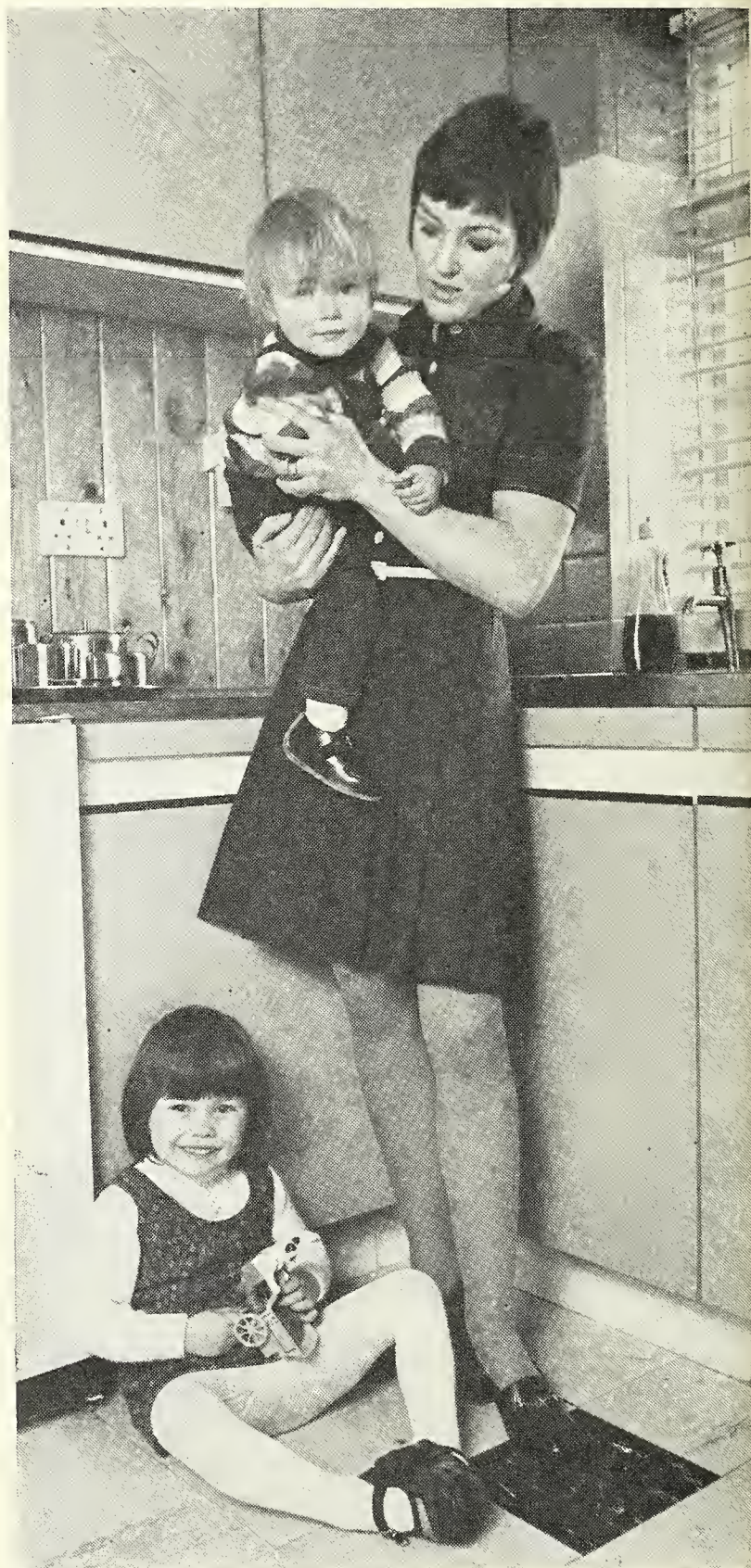
Why you need Ayds—no matter what you weigh. Ayds contain no drugs, nor are they fillers. They *do* contain vitamins and minerals—very important to protect slimmers who may not be getting enough vitamins when on a strictly controlled diet. Also, many people find it difficult to keep to a sensible diet. Ayds help you do just that. They're a slimming plan that helps you re-train your appetite and so keep your weight under control—a problem that's the same whether you want to lose 5 lb. or 5 stone. You may lose a few pounds quite quickly but re-training the appetite always takes a little time.

Ayds are available at all good chemists.

**Start the Ayds plan tomorrow
and by this time next month you
could be pounds lighter.**



One month's Slimming Plan in every box.



*Rae before Ayds: 9st., 35, 27, 37½. Size 14.
Rae after Ayds: 7st. 13 lb., 35, 24, 35. Size 12.*

NOTE: If you are greatly overweight consult your doctor before starting any reducing plan. The Ayds Plan is not recommended for people suffering from overweight due to glandular disturbances. Each Ayd contains 25 kilo-calories per cube and each ounce is fortified with: Vitamin A 850 I.U.; Vitamin B1 (Thiamine hydrochloride) 0.425 mg; Vitamin B2 (Riboflavin) 0.425 mg; Nicotinic acid (Niacin) 6.49 mg; Calcium 216.5 mg; Phosphorus 107.6 mg; Iron 5.41 mg.

Ayds Division of Cuticura Laboratories Ltd., Maidenhead, Berks.

SPOTLIGHT ON SLIMMING

The sweetest of sugars

by Veronica Allen, BSc, Appleford Ltd

Fructose is a naturally occurring sugar in fruits, honey, and vegetables and in normal diets contributes up to 50 per cent of the total carbohydrate intake. The sugar was made commercially available in 1969 by the Finnish Sugar Company who currently produce over 5,000 tons per year. Whereas several other sweeteners (eg mannitol, sorbitol) may cause diarrhoea and intestinal discomfort, up to 500g per day of fructose may be ingested without ill effects. Consequently, fructose is frequently included in convalescent and geriatric preparations.

The ingestion of fructose is said to improve athletic performance as it is readily incorporated into muscle glycogen. It also increases the rate of alcohol metabolism, and the inclusion of fructose in mixer drinks "to prevent hangovers" has been suggested. This stimulation of alcohol metabolism by fructose is maintained during sleep. A further advantage fructose has over glucose or sucrose is that it is less likely to induce dental decay.

The expanding use of fructose has been greeted with some scepticism so the metabolic aspects of its administration have been extensively investigated. There is no evidence that any metabolic malfunction is associated with the ingestion of moderate quantities.

Fructose is the sweetest of all naturally occurring sugars, being 1½-2 times as sweet as sucrose and over 3 times as sweet as sorbitol. The subjective sweetness of fructose varies with flavour, acidity, and the temperature of the food in which it is used, being sweetest when combined with sharp acidic fruit flavours and cold preparations. The taste of fructose is particularly refreshing in comparison with glucose, and has no bitter after-taste.

Useful in diets

Fructose is an ideal inclusion in reducing diets as the sugar content required for a specific sweetness level can be reduced by up to 50 per cent. The sweetness is indistinguishable from that of sucrose.

Fructose is more slowly absorbed than glucose, but is utilised more rapidly so does not induce fluctuation in the blood sugar level of diabetics. Fructose has been found to facilitate stabilisation of the blood sugar level.

Utilisation of fructose for energy production is independent of insulin and fructose can contribute to the replenishment of depleted liver glycogen stores and fat deposits in the absence of insulin. Any residual capacity of the beta cells of the pancreas to produce insulin is not impaired by fructose ingestion.

Severe ketosis and high mortality are

associated with obesity in the diabetic state but their incidence is reduced in persons who are slightly overweight. Although reduction is usually attained by reducing fats and carbohydrates, a minimal amount of carbohydrate is essential for adequate nutrition. The provision of this carbohydrate as fructose reduces the tendency to ketosis and 60g fructose daily can be ingested by the majority of diabetics without any deterioration. Fructose contributes 3.8 calories per gram whereas sorbitol contributes 7 calories per gram.

Fructose may be used as a direct replacement for sucrose in many products. In jam making the resultant product is lower in calories, suitable for diabetics.

The main disadvantage of fructose is its high cost in comparison to sucrose. But if the public can be educated as to its advantages, the resulting increase in demand may perhaps eventually reduce the price.

Sweetex aims at the male market

In the first of a series of trade promotions Sweetex are offering retail pharmacists bonus terms on all packs during March and April. This offer will be available from representatives of manufacturers, Crookes Aneston Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.

The promotion will be supported by a range of point-of-sale material including

dump bins, shelf "wobblers", flash price stickers and display outers.

Sweetex sales account for 35 per cent of the £4.5 million artificial sweetener market say the company. Almost £250,000 will be spent on a campaign which breaks in April using whole page, colour advertisements featuring singer Anita Harris and comère Mike Aspel.

For the first time, in an effort to sell to the male market, *The Observer* and *Daily Telegraph* colour supplements will be used, featuring the Mike Aspel advertisement and there will also be advertising in the slimming Press.

Advertising will stress the no-calorie content of Sweetex and show how 3,150 calories a week may be saved by substituting Sweetex for sugar. Premium offers, consumer competitions and colourful display material are all included in the 1974 campaign.

Healthy growth for sweetener market

Hermesetas report a healthy growth of 130 per cent in their turnover over the past three years. The makers say the artificial sweetener market has been increasing annually over the past three years by over 20 per cent per annum with the total value at the end of 1973 estimated at £4.5 million. Hermesetas confidently expect growth to continue in 1974, given the ever-increasing awareness of the general public of the desirability of reducing sugar intake for health reasons.

About £150,000 will be spent on their promotional campaign this year, with advertising during March-September in leading women's, general interest and specialised slimming magazines. Below-the-line activities will include consumer promotions publicised nationally at point of sale and the issue of a free slimmers' booklet.

Hermesetas claims a share of 24 per cent in the chemist sector (Crookes Aneston, Ltd, 1 Thane Road West, Nottingham NG2 3AA).

Dietade add chicken curry and salad dressing

Chicken curry is a new addition to the Dietade range of calorie controlled foods from Appleford Ltd, Poyle Close, Colnbrook, Bucks.

Each portion is guaranteed to contain no more than 400 calories, with an extra 200 calories per portion of rice which comes in a separate boil-in-the-bag sachet (£0.71).

Another new product in the range is a low calorie salad dressing, made without oil and containing less than 1 calorie per fluid ounce (£0.20).

Dietade products have recently been on show at the Helfex exhibition, together with a new range of canned meals for vegetarians — meatless dishes in the form of a stew with vegetables, a goulash and a curry with pineapple and sultanas, made from texturised soya protein, available from June 1 (7½oz, £0.23; 15oz, £0.34½).

A "Slim for summer" leaflet will be available soon from the manufacturers. This 10-day "crash" diet is based on 800 calories a day for women, 1,000 for men.

Appleford have a team of demonstrators

willing to visit Dietade stockists and introduce customers to the products.



SPOTLIGHT ON SLIMMING

Ayds to help 'serious slimmers'

Ayds, together with the Society of Serious Slimmers and *Shape* magazine, are running a promotion in Co-operative pharmacies to help and advise would-be slimmers.

Group leaders of the Society of Serious Slimmers will be visiting 12 of the Co-op's largest pharmacies throughout England, Scotland and Wales to encourage interest in the society which is sponsored by Ayds. The membership of over 5,000 meet regularly in all areas.

Every month SOSS has an 8-page insert in *Shape* magazine and there is a joint membership to SOSS and *Shape*. Several promotions in conjunction with *Shape* are planned for later this year.

Ayds say 1973 was one of their best years with demand at a high level into the winter months.

Below the line promotion is already under way with the launch in February of a promotional pack containing two weeks' supply of Ayds with a 10p coupon redeemable against next purchase of a month's supply.

Advertising in leading womens magazines and the *Sunday Mirror*, *Sunday Express* and the *Sunday Times* magazine started early in January reaching a peak in February and March.

Ayds say the television advertisement run in the Midlands ATV area during September and October 1973 gave encouraging results, with consumer purchases in the region almost double compared with the same period in the previous year. Although no firm dates are available Ayds say television advertising should be extended during 1974 (Cuticura Laboratories Ltd, Clivemont Road, Cordwallis Trading Estate, Maidenhead, Berks.)

Kousa Naturally Light to go national

Kousa Naturally Light, the whole wheat slimming food launched recently by Milupa Ltd, Bristan House, Colhan Mill Road, West Drayton, Middlesex, is to go national towards the end of April or beginning of May.

Sales are reported to be booming after the recent launch in the Southern television area. The television campaign will continue through April.

Nutriplan extend range

Nutriplan have extended their range to give a choice as to which meal — breakfast, lunch or dinner — is replaced.

Omelette mixes in plain, tomato, cheese and mushroom varieties have recently been introduced, each providing about 120

calories allowing for a teaspoonful of oil used in cooking. Each pack (£0.39) contains two meals.

The makers stress the importance of breakfast for slimmers "because too many diets founder mid morning on the contact between an empty stomach and sticky bun." The new mixed cereal with fruit and nuts (3 meals, £0.30) is not only a breakfast dish but can be eaten as an evening meal if over indulgence during the day leaves the slimmer in need of something bland yet nourishing in the evening.

In September 1973, when projected sales for the year were found to be worth £1m at retail selling price, two new flavours were added to the range of soups, now available as country tomato, thick vegetable, oxtail, chicken and asparagus.

Nutriplan is aimed primarily at the not too overweight, the people trying to achieve an ideal weight of about a stone less than they are, or those trying to maintain an existing weight. Advertising for the new products began in March, with a launch offer of "5p off next purchase." Advertising for the range starts in May and a £300,000 promotional budget is being spent.

The makers say the meal replacement market is worth £7 million (Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts).

PLJ: 'biggest increase in sales since 1961'

PLJ is to start a national consumer promotion with RyKing crispbreads in April.

Packs of all three varieties of RyKing — Wheat, Rye and Slim Light, will carry a "6p off PLJ" coupon redeemable against any size or variety of PLJ. At the same time a new advertising campaign starts in national women's magazines and on TV.

Beecham Products, Beecham House, Great West Road, Brentford, Middlesex, say PLJ sales increased by 30 per cent in 1973—the biggest increase in a single year since 1961. PLJ Less Sharp, first introduced in 1968, now represents 40 per cent of sales and is said to appeal especially to younger women. Beecham say latest research shows 80 per cent of pharmacists stock both PLJ Original Sharp and Less Sharp, and there has been a marked swing to the larger 26oz size which accounts for 50 per cent of sales.

On offer

Two special offers on Saxin, which is sold through pharmacies only, are available from Wellcome Consumer Sales Division, Crewe Hall, Crewe, Ches. The 500 pack has 5p off and the 200 pack has 10p free tablets.

Slim Disks, distributed by E. C. De Witt & Co Ltd, Seymour Road, London E10 7LX, are on bonus until April 26.

Sucron economy size (12oz), from Acceptable Foods Ltd, Kingston Road, Leatherhead, Surrey, has a 3p off promotion until stocks run out.



Additions to Limmits and Trimetts range

The national launch of the latest additions to the Limmits range — creamed soup mixes — is being backed by a television campaign worth over £100,000.

The new soups, available in three flavours — tomato, chicken and vegetable — can be used as a part or whole of a meal replacement diet. Each pack (£0.41) contains three complete meals with a calorie content per meal of 220.

Two new additions to the Trimetts range are also available — Choc 'n' Nut Cookies (£0.32) and coffee flavour wafers (£0.34), both packs containing three complete meals.

Initial stocks of these new products are carrying a "5p off next purchase" coupon inside the packs.

Uniclife Ltd, Unimart House, Stonar, Sandwich, Kent, say they will be spending more than £400,000 this year on campaigns on television and in women's magazines, to explain the Limmits meal replacement system.

Bisks start their 'biggest ever' campaign

The biggest ever national advertising campaign for Bisks started last week.

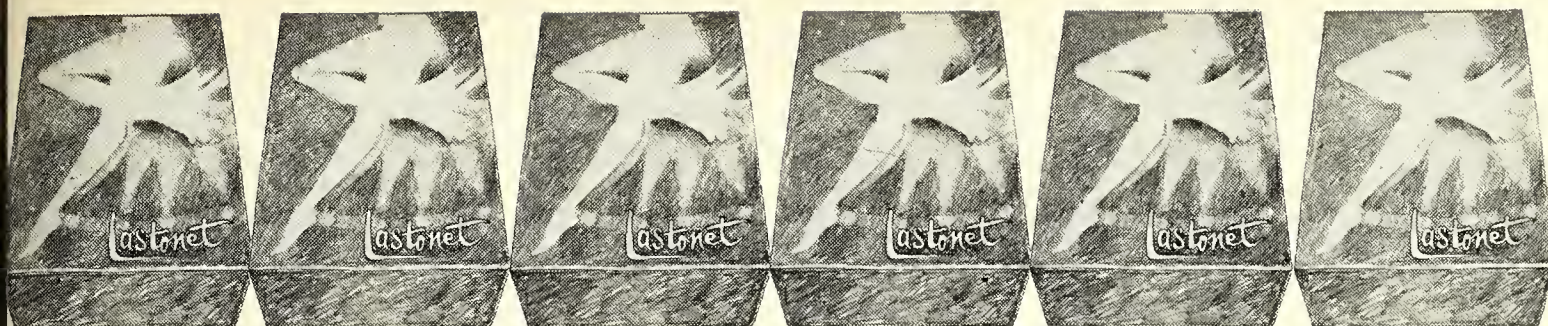
The campaign—in women's and specialist slimming Press—will run throughout the slimming season, and uses one and a half and full page advertisements, plus some half pages, all in full colour.

The campaign continues last year's theme "Bisks work" with four different sympathetic headlines such as "Bisks work —and suddenly you remember how it feels to get into trousers."

Says brand manager Malcolm Delory, "The tone of Bisks advertising is one of honesty and sympathy with the slimmer's hopes and problems. Each of the advertisements presents situation which are immediately recognisable, such as the elation of being able to wear fashionable trousers."

"A regular feature of the campaign is the illustration of the full Bisks product range, emphasising its help in overcoming one of the slimmer's greatest enemies—dietary boredom."

Point of sale material for 1974 carries through the "Bisks work" theme on a "luminous" orange ground.



Lastolita Foundation Stockings.
Lightweight nylon-covered elastic.

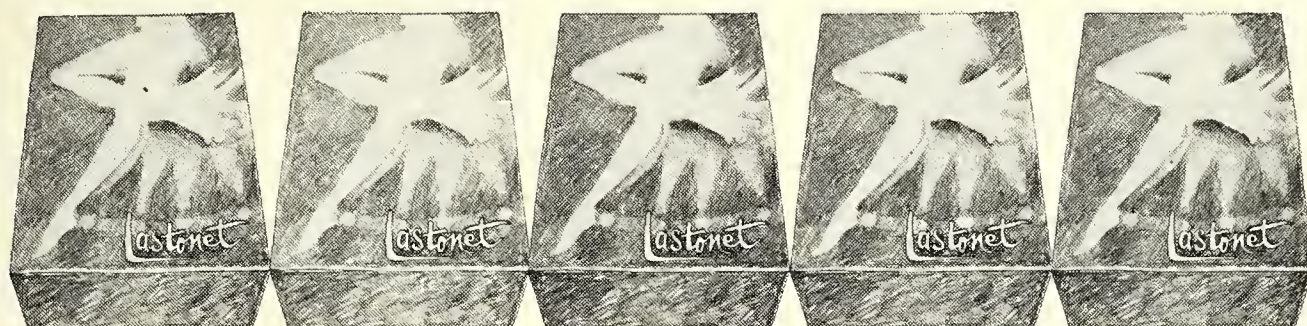
Lastoyarn Stockings.
The standard weight elastic in cotton or nylon.

Lastothread Stockings.
Heavyweight One-Way Stretch.

Lastofine Stockings.
Lightweight elastic yarn.

Spanflex Support Stockings.
Very lightweight Lycra/nylon mixture.

Elastic Net Stockings.
The completely made-to-measure stocking.



Spanflex Support Tights.
Very lightweight Lycra/nylon mixture.

Lastolita Foundation Tights.
Lightweight nylon-covered elastic.

Lastoyarn Tights.
The standard weight elastic in nylon.

Lastofine Tights.
Lightweight elastic yarn.

Lastolita Maternity Tights.
Adjustable waistband and special front panel.

First, we made the widest range of foundation stockings. Now we make tights to match.

For many years, you've probably known Lastonet as the producers of the widest possible range of foundation and support stockings.

But that's only half the picture.

Because every stocking in our range is also available in a tights version (except, of course, the very heavy One-Way Stretch).

Which makes us producers of Britain's widest range of support and foundation tights, too.

It's a fact which opens up a whole new market in the field of foundation hosiery. The young market.

More and more women now recognise that at some time in their lives their legs will need support.

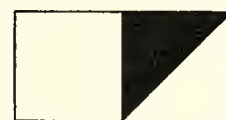
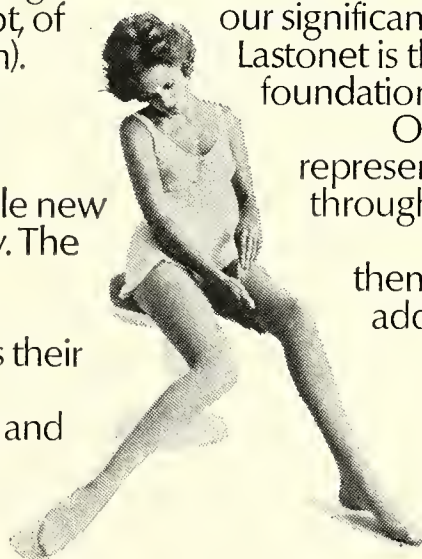
And the Lastonet range of tights and stockings means that you're completely

equipped to meet the demand from all age groups.

Add to this our made-to-measure Elastic Net service for customers who can't be fitted from stock, our first class delivery service and our significant trade terms and you'll see why Lastonet is the big name in support and foundation hosiery.

Our team of highly skilled specialist representatives calls regularly on chemists throughout the country.

If you'd like to be amongst them, just get in touch with us at the address below.



lastonet
Foundation Stockings
and Tights

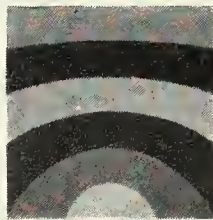
The Polaroid
7-layer lens

Polaroid

Sunglasses stop glare

The Polaroid
7-layer lens

- stops glare
- absorbs ultra-violet light
- resists scratches and shattering



- stops glare
- absorbs ultra-violet light
- resists scratches and shattering

**OUT OF
STOCK**

From now on, we promise to keep a closer eye on this sort of thing.

If you're always running out of Polaroid sunglasses, our new distributor scheme should please you no end.

It's called the Polaroid Partnership.

As partners, distributors will undertake to order our complete range of sunglasses in numbers sufficient to meet your every need.

From then on, we'll be making periodic stock checks and, whenever necessary, replenishing their supplies between the bumper months of March and September.

It means you'll never again have to send a customer away empty-handed.

It also means you'll benefit from the various special offers your distributor will pass on to you. Along with the promotional sales help we'll be giving him.

Of course, if you're not always running out of Polaroid sunglasses, it can only indicate one of two things.

Either you have an exceptionally far-sighted distributor.

Or an exceptionally short-sighted display.

Polaroid Sunglasses



Polaroid Partnership distributors are:

BERKSHIRE: Bradley & Bliss Ltd., Reading.
BRISTOL: Gibbs Ltd., Bristol.
CESHIRE: Woolley & Arnfield, Stockport.
CORNWALL: Williamson & Co. Ltd., Redruth.
CUMBERLAND: Ridley Ltd., Carlisle.
DEVON: Gibbs (Paignton) Ltd., Paignton.
ESSEX: Dennis E. Riches, Hornchurch.
HAMPSHIRE: Murray & Sons, Eastleigh.
O.T.C. Supplies, Southampton.
HERTFORDSHIRE: Supervite Manufacturing Co. Ltd., St. Albans.
LANCASHIRE: Sunayds, Liverpool.
Northern Optical Co. Ltd., Manchester.
Ayrton Saunders & Co. Ltd., Liverpool.
Hills Pharmaceuticals Ltd., Nelson.
Rudge Roberts Ltd., Manchester.
Ralph Milner Ltd., Manchester.
LEICESTERSHIRE: E. H. Butler & Son Ltd., Leicester.

LINCOLNSHIRE: Harards, Skegness.
LONDON: W. A. Crofton, N. 3.,
James Hardcastle Ltd., W. 2.
Henry Godfrey Ltd., N. W. 2.
Unichem Ltd., N. W. 10.
Clements Ltd., N. 1.
Sherlock Brothers Ltd., E. C. 1.
E. Davids Co. Ltd., N. 1.
MIDDLESEX: Vestric Ltd., Ruislip.
NORFOLK: C. R. Crosskill & Sons Ltd., Norwich.
NORTHUMBERLAND: G. Mitchell & Co. Ltd.,
Newcastle on Tyne.
Hall Forster & Co. Ltd., Newcastle on Tyne.
NOTTINGHAMSHIRE: T. A. Branded Goods (Wholesale), Nottingham.
SURREY: Unichem Ltd., Croydon.
Vernon Powell Ltd., South Croydon.
WARWICKSHIRE: Southall Bros. & Barclay Ltd., Birmingham.
Unichem Ltd., Nuneaton.
YORKSHIRE: Unichem Ltd., Leeds.

Bleasdale Ltd., York.
Vestric Ltd., Leeds.
WALES: Western Trading Co. Cardiff.
L. Rowland & Co. Ltd., Wrexham.
ULSTER: S. Haydock & Co. Ltd.,
Belfast.
Vestric Ltd., Belfast.
Harold Mitchell & Co. Ltd., Belfast.
J. F. Kirkpatrick, Belfast.
IRELAND: Gillespie & Co. Ltd.,
Dublin.
Miniphoto Ltd., Dublin.
Irish Pharmaceuticals Ltd., Dublin.
SCOTLAND: Henry Rais Ltd., Glasgow.
Macey Wholesale Sundries, Glasgow.
The Argyle Rubber Co. Ltd., Glasgow.
Fernan (Sundries) Ltd., Stirling.
Vestric Ltd., (Hatricks Branch), Glasgow.
Hugh Renolds, Morningside, Edinburgh.
William Davidson, Aberdeen.

Company News

Unichem profits and rebate at record levels

Unichem Ltd sales in 1973 rose to £14,492,906 from £9,915,548 and pre-tax profits at £284,831 were up by 82 per cent. As mentioned earlier when the preliminary forecast was made (*C&D*, February 16, p 171) sales, profit and rebate are at record levels with the board recommending a final rebate of 4 per cent as against 3½ per cent at the interim stage.

Commenting on the 1973 results, the chairman, Tom Reid said: "They represent a great milestone in Unichem's history, both in terms of profit and the high level of membership rebate."

"The last 12 months have seen a great surge forward by Unichem in every sector of its business. Customer service has never reached such a high peak of performance, and this can be judged by the growth of membership, which has risen by over 100 per cent."

Mr Reid said that Unichem was currently undertaking a substantial investment programme to expand distribution facilities and also were investigating a number of opportunities in various parts of the UK to widen their distribution in 1974. The year had got off to a good start and they were confident of continued substantial growth in turnover and profits.

Weston open up in North Scotland

After a foothold in Scotland in the Glasgow and Edinburgh areas, R. Weston (Chemists) Ltd have extended their business to Inverness with the purchase of the T. MacKenzie & Co and property at 1, 5 and 7 High Street, from Mr R. S. Morrison, MPS, and Mrs Morrison.

The Inverness business was established originally by Alex Allan in 1892 and taken over after the first world war by Mr Thomas MacKenzie who built it into one of the largest concerns in the Scottish Highlands with special interest in optical work. When he retired Mr and Mrs Morrison took over in 1950.

S & N may buy remaining Gala shares

Smith and Nephew Associated Companies Ltd are negotiating for the 43 per cent of the shares in Gala Cosmetic Group Ltd which it does not already own.

S. & N. obtained a majority stake of 55 per cent in Gala about 3½ years ago and a further 2 per cent has been bought over the past year.

Some 29 per cent of the Gala shares are held by the chairman, Mr Stanley Pincher, an American citizen, and his family trusts, the remaining 14 per cent being held by the public.

News of the talks coincided with the announcement that the 1973 pre-tax profits of Gala advanced at a slower rate in the second half of last year than in the first. The pre-tax figure for the full year was £231,000 higher at £1,690,000 (from sales up to £15.7m from £13.2m), but the rise in the second six months was of only £41,000, against an increase of £190,000 in the first half.

□ Smith & Nephew Associated Companies Ltd pre-tax profit for 1973 at £10.2m is up by close on 23 per cent on 1972. Sales valued at £84m increased from £69m while earnings per share are 3.78p (against 3.43p).

ICI research projects

Joint research projects operated by members of scientific faculties of universities and by ICI scientists are envisaged under a new scheme announced by ICI after discussion with representatives from the academic world. The scheme will replace the existing ICI fellowship scheme which will be phased out during 1976-1977. The new approach is "designed to meet the often expressed need to establish closer and firmer relationships between industry and universities and it is hoped that it will promote a greater dialogue between academic scientists and their opposite numbers in the industrial environment, ICI states.

Briefly

Ansun Proprietaries Ltd, have moved to 3 Chester Crescent, Westlands, Newcastle, Staffs. ST5 3RT.

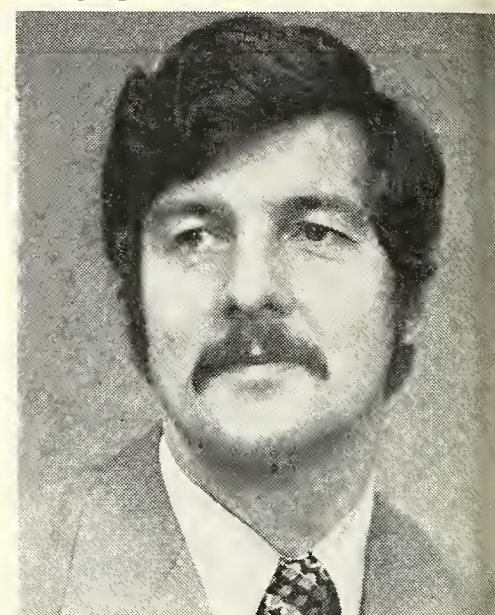
National Cash Register Co will seek stockholders' approval at the annual meeting to be held in Baltimore next month to change the company's name to the NCR Corporation.

The sales office of **Macfarlan Smith Ltd** has recently moved from the London area to Edinburgh. All correspondence and inquiries should now be directed to the company at Wheatfield Road, Edinburgh EH11 2QA (telephone: 031-337 2434).

R. & J. Marshall (Alva) Ltd, 150A Stirling Street, Alva, Clackmannan, has been registered as a private company of pharmacists and chemists with initial capital of £100. Directors: R. Marshall, J. Marshall and Mrs Janet Rankine Tainsh, MPS.

Beecham Foods held their first national sales force conference for five years in Birmingham, March 14-15. Managing director, Geoffrey Darby, spoke of the healthy sales performance of the division which had doubled over the past five years. Lucozade, for instance, had shown a 56 per cent growth over the past year, he said.

Appointments



Mr Brian Keen, MPS, newly-appointed marketing planning manager for Schering Chemicals Ltd. Mr Keen will have responsibility for co-ordinating the marketing activities for all the company's pharmaceutical products under the direction of marketing director, Mr E. J. Cruickshank-Robb.

Dendron Ltd have appointed Mr M. J. Archer a sales representative for West, South-west and North-west London postal districts and the counties of Middlesex, Buckinghamshire and Hertfordshire.

Cow & Gate Baby Foods have appointed as representatives: Tony Middleton to cover Lancashire; Tony Meese and Mike Smith, Yorkshire; and Peter Starkie, Oxfordshire, Buckinghamshire and Berkshire.

Wellcome Foundation Ltd: Mr W. D. Broughton, MA, has joined the company's group marketing directorate in London as

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For details of services or just for ideas send to. OLNEY BROS LTD, jado house, northbridge road, berkhamsted, herts ☎ 5417-9

name _____
address _____

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marketing services manager. Before joining, he spent six years with Roussel Laboratories Ltd as manager of their overseas companies department and prior to that nearly six years in marketing management with Smith, Kline & French Laboratories Ltd. Mr G. S. Sandles has also joined the directorate as group marketing coordinator in the medical division. He will act as link with the Group's four regions in the UK, Europe, Africa-Asia-Australasia and the Americas. Mr Sandles was previously marketing director of Baird & Attock, the laboratory division of the Carle Group.

Bronnley & Co Ltd are opening this month a new factory block at Brackley, Warks. The new building is 12,000 sq ft in area, and the company are aiming at a 10 per cent more productivity by using a different floor lay-out and centralising their manufacturing processes.

Coming events

Monday, March 24

Order Region, Pharmaceutical Society, Stroudland Polytechnic, at 10 am. One-day postgraduate course on "Reorganisation of Health Service".

Monday, March 25

Field Branch, Pharmaceutical Society, Stroudland medical centre, Chase Farm Hospital, at 7.45 pm. Miss J. C. Greenleaf (regional pharmacist) on "Into 1974".

North Staffordshire Branch, Pharmaceutical Society, North Staffs Medical Institute, Hartshill, Stoke-on-Trent, at 7.45 pm. Joint meeting with Stoke-on-Trent amateur cine society.

Tuesday, March 26

Chichester Branch, Pharmaceutical Society, Stroudland medical centre and allied sciences, Ex County Hospital, Colchester, at 8 pm. T. Rose on "Ileostomy and colostomy".
Leamington Branch, Pharmaceutical Society, Ollerton Hotel, Kirkcaldy, at 7.30 pm. Dr Finlay on "Chinese medicine".

Leamington Branch, Pharmaceutical Society, Monaghan Hotel, Fry Street, Middlesbrough, at 7.45 pm. Professor A. H. Beckett on "The problems of dope in society and sport and some methods for its control".

Wednesday, March 27

Altern Region, Pharmaceutical Society, Grey Hotel, Milton Common, Oxfordshire, at 8 pm. Professor W. D. M. Paton on "Cannabis: biochemical and pharmacological problems".
Sheffield Branch, Pharmaceutical Society, Royal Victoria Hotel, Sheffield, at 8 pm. Mr E. Vickers on "Old Sheffield".

Worthing and West Sussex Branch, Pharmaceutical Society, Beach Hotel, Worthing, at 8 pm. Mr J. W. Bedford on "Home medicine".

Thursday, March 28

North Staffordshire Branch, Pharmaceutical Society, Medical centre, L & D Hospital, at 8 pm.

J. Harrison on "Medical photography".
Association of South-eastern Pharmacists, Dover Grange, Lewes, at 8 pm. Mr T. P. Hill (deputy secretary, NPU) on "Post 1974".

Leamington, Morecambe and Westmorland Branch, Pharmaceutical Society, Clarendon Hotel, Marine Road, Morecambe, at 7.45 pm. General meeting.

London Branch, Guild of Hospital Pharmacists, Auditorium, Wellcome Building, 183 Euston Road, London NW1, at 7.30 pm. "Pharmacy forum".

Leamington Branch, Pharmaceutical Society, at Northern Hotel, at 8 pm. Dr B. Bailey on "The medicine of West Africa".

Leamington Valley Branch, Pharmaceutical Society, Winthrop House, Surbiton, at 8 pm. General meeting followed by Mr Reed (John Reed Ltd) on "Your glass of sherry".

Market News

BISMUTH SALTS UP

London, March 19: Bismuth salts have risen again because of the higher costs of bismuth metal. The carbonate is dearer by £1.00 kg while the other salts are up by a slightly less amount.

In crude drugs there were offers of new crop of buchu for April shipment. Prospects of more Cape aloes have been shattered by torrential rain in the growing areas. The rains have come after a drought period of several years; meanwhile spot Curacao was advanced a further £100 metric ton. Witch hazel leaves were up by £0.15 kg; gentian root and kola nuts were higher for shipment. Menthol maintained and even advanced last week's record levels.

Although most essential oils were unchanged on the week *arvensis* peppermint was again firmer and Mysore sandalwood added a further £5.00 kg.

Pharmaceutical chemicals

Acetic acid: 12-ton lots, delivered, per metric ton, BPC glacial from £94; 99.5 per cent technical £87; 80 per cent grades pure £82.50; technical £75.

Alcohol: Synthetic ethanol per proof gall, in tank wagon 2,500 gall 95 per cent £0.185; 99.5 per cent £0.197; 96 per cent £0.258, 99.9 per cent £0.27. In drums respective prices for 900 gall lots are: £0.20; £0.212; to £0.273 and £0.285.
Ammonium bicarbonate: £68.60 metric ton nominal.

Atropine: (500-kg lots per kg) alkaloid and methonitrate £65.20; methylbromide £84.20; sulphate £52.90.

Bacitracin zinc: £0.11 per mu.

Benzocaine: 50-kg lots are £2.68 kg.

Bemegride: BPC £16 kg.

Benzamine lactate: £95 per kg.

Bismuth salts: £ per kg.

	12½kg	50-kg	250-kg
carbonate	8.08	7.90	7.85
salicylate	6.83	8.60	—
subgallate	7.23	7.00	—
subnitrate	7.38	7.15	7.10

Caffeine: Anhydrous £2.93 kg in 500-kg lots; citrate £1.98 kg (50kg lots).

Calcium carbonate: BP light £60.00 metric ton.

Calcium gluconate: 250-kg lots £0.63 kg.

Calcium lactate: 250 kg £412 per metric ton.

Calcium sodium lactate: £0.819 kg in 50-kg lots.

Cantharidin: £0.75 per 100 g.

Chloral hydrate: 50-kg lots £0.75 kg.

Colchicine: £0.90 per g.

Dienoestrol: 5-kg lots £90.00 kg.

Digoxin: 25-250g lots £2.20 per g.

Ephedrine: Alkaloid £17.15 kg in 100-kg lots; hydrochloride £14.14; sulphate £14.95.

Ether: Anaesthetic BP 2-litre bottles £0.91 each for under 350 litres; £0.85 each for over 350 litres; 45-litre drums £0.31 litre for 350-litre lots. Solvent BP—per metric ton in drums from £333 for 50-kg lots in 16-kg drums down to £318 in 130-kg drums.

Gallic acid: 1,000-kg £1.68 kg.

Iron ammonium sulphate: 100-kg £0.20½ kg.

Iron and ammonium citrate: (per metric ton) granules, 50-kg lots £650, 1-ton £820. Scales 50-kg £820; 1-ton £790; green £830.

Lactic acid: £570 metric ton for 50-kg lots.

Methylated spirits: (per bulk gal, delivered) 45-gal drums minimum 900 gal, Industrial 66 op £0.347; perfumery quality 68 op £0.40; mineralised 64 op £0.361. In tank wagon, 2,500-gal £0.338.

Oleic acid: BP £300 per metric ton delivered in UK.

Pilocarpine: 1-kg lots hydrochloride £96; nitrate £88.

Potassium citrate: £402 per metric ton in 250-kg lots.

Progesterone: £80 per kg.

Pyrogallic acid: Pure 500-kg lots £4.92 kg.

Quinine: (per kg in 85-kg lots) alkaloid £56.70; bisulphate £45.00; dihydrochloride £55.00; hydro-

chloride £53.50; sulphate £50.00; hydrobromide (10-kg) £54.50.

Tannic acid: 500-kg fluffy £1.53 kg; powder £1.50.

Tartaric acid: (per metric ton) 50-kg lots £795; 250-kg £790; 1-ton £780.

Crude drugs

Aconite: Spot nominal £1,300 metric ton, cif.

Agar: Spanish nominal £6.15 kg.

Aloes: Cape nominal; Curacao £1,150 metric ton spot.

Balsams: (kg) **Canada:** nominal. **Copalba:** BPC £3.00 kg spot. **Peru:** £5.30 cif. **Tolu:** BP £2.70 spot; £2.60.

Benzoin: BPC £65-£66 cwt spot; £63-£65, cif.

Belladonna: (metric ton) leaves £320 spot; £315 cif. Herb £280; no cif. Root, £430 spot; £400, cif. nominal.

Buchu: Spot £2.60 kg nominal; new crop £3.00 cif.

Camphor: Powder £6.75 kg, cif.

Caroamoms: (per lb cif) Alleppy greens No. 1 £1.45; prime seeds £1.50.

Cascara: Spot £30 metric ton; shipment £610, cif, both nominal.

Cassia: lignea, broken £1,280 metric ton, cif.

Cherry bark: Spot £550 metric ton; £530, cif.

Chillies: Uganda £700 ton, cif.

Cinnamon bark: Seychelles Unquoted.

Cinnamon quills: four O's £0.46 lb.

Cloves: (Per ton, cif); Ceylon £2,500; Madagascar £2,400; Zanzibar £2,700.

Cochineal: Tenerife silver grey nominal; black £11.50 kg spot. Peruvian nominal.

Cocillana: Spot £700 metric ton.

Colocynth pulp: Spot £720 metric ton.

Dandelion: No spot; shipment nominal.

Genian: Root nominal £1.25 kg, cif.

Ginger: (ton) Cochin £440, cif, Sierra Leone £675, cif. Nigerian split £475, cif; peeled £700, cif.

Gums: Acacia nominal. Karaya No. 2 fag £25.50 cwt. Tragacanth No. 3 £1,680 per 1,000 kg.

Henbane: Niger £1,100 metric ton, spot and cif.

Hydrastis: £9.60 kg spot; £9.45, cif.

Honey: (per ton in 6-cwt drums ex-warehouse) Australian light amber £635, medium £625, Canadian £675, Mexican £550 (all approximate).

Ipecacuanha: (kg) Costa Rican £3.45 spot; £3.10, cif. Matto Grosso £6.30 spot. Colombian £5.25; £5.10, cif.

Jalap: Mexican 15% basis £1,750 metric ton, spot; £1,700, cif. Brazilian £430 spot.

Kola nuts: W. African £135 metric ton, £115, cif.

Lanolin: Anhydrous BP minimum 1,000 kg £430 to £500 as to grade.

Lemon peel: £730 metric ton spot; £710, cif.

Liquorice root: (metric ton) Chinese and Russian, £150 metric ton nominal.

Lobelia: European £1.00 kg, cif; American not offering.

Lycopodium: Indian £4.75 kg. Canadian £5.50 kg.

Mace: Grenada No. 1 £2,576 long ton fob.

Menthol: Brazilian £17.50 kg spot; £18.00 cif. Chinese £18.15 spot and cif.

Nutmeg: (ton, cif) East Indian 80's £1,455; 110's £1,375; bwp £1,300. Grenada not offering.

Nux vomica: £135 metric ton spot; £110, cif.

Pepper: (ton cif) Sarawak black £660; white £975.

Podophyllum: Emodi (metric ton) £425; shipment £400 cif.

Quillaia: £1,200 metric ton spot.

Rhubarb: Chinese rounds £1.45 kg for 60 per cent pinky.

Saffron: Mancha superior £88 lb.

Sarsaparilla: Spot £1.15 kg. £1.08, cif.

Seeds: (ton) Caraway Dutch forward £1,500 cif. Celery: Indian £375, cif. Coriander: Moroccan £110, cif. Cumin: Nominal. Dill Indian £195, cif. Fennel: Chinese £335, Indian £350, cif. Fenugreek: £160, cif. Mustard: English £320-£340 spot.

Syrax: £2.60 kg spot; £2.50, cif.

Senega: Canadian £5.20 kg spot.

Senna: (per kg) Alexandrian h/p pods cleared; manufacturing nominal. Tinnevely h/p pods nominal; Alexandrian leaves £0.19 lb.

Squill: White unobtainable.

Tonquin beans: Spot £1.30 kg nominal.

Turmeric: Madras finger £300 ton, cif.

Valerian: (metric ton) Indian and Continental nominal.

Waxes: Bees' and Candellilla nominal, Carnauba fatty grey spot £1,700 ton; £1,610, cif, prime yellow £2,150; £2,040, cif.

Witch hazel leaves: Spot £1.65 kg; shipment nominal.

Essential oils

Anise: Spot £28.00 kg; £26.50, cif.

Cinnamon: Ceylon leaf £4.50 kg; bark, English distilled £170.00 kg.

Peppermint: (kg) *Arvensis*-Brazilian spot £8.50 kg; shipment £8.50, cif. Chinese £9.25 spot; shipment £10.00 cif. Piperata American from £19.00.

Sandalwood: Mysore £85.00 kg spot.

Sassafras: Chinese £4.00 kg; Brazilian £3.00 spot.

Spearmint: Chinese £8.00 kg; American £11.00.

The prices given are those obtained by Importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

Classified advertisements

Situations vacant

HM PRISON AND BORSTAL SERVICE

PHARMACEUTICAL STAFF IN THE PRISON SERVICE

The following staff (male or female) are required in the Prison Service due to vacancies and new posts:

PHARMACY TECHNICIANS

HM Prison Parkhurst Road Holloway London, N7	HM Prison Love Lane Wakfield Yorks
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Salary scale £1,134 rising to £1,533 plus £80 per annum environment allowance and £126 per annum London Weighting at Holloway.

SENIOR PHARMACISTS

HM Prison Parkhurst Road Holloway London, N7	HM Prison Wormwood Scrubbs Du Cane Road London, W12
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Salary scale £1,809 rising to £2,235 plus £115 per annum environment allowance and £126 per annum London Weighting. Starting pay above the minimum of the scale may be offered to candidates with previous National Health Service, Government Service or other comparable experience.

CHIEF PHARMACIST (Grade III)

HM Prison
Jebb Avenue
Brixton
London, SW2

Salary scale £2,217 rising to £2,928 plus £115 per annum environment allowance and £126 per annum London Weighting. Starting pay above the minimum of the scale may be offered to candidates with previous National Health Service, Government Service or other comparable experience.

Interesting pharmaceutical work. Five day week.

Posts superannuable under National Health Service superannuation scheme.

Intending applicants may obtain further information from the Head Pharmacist: HM Prison, Parkhurst, Isle of Wight (Telephone: 098-381 3855).

Application forms obtainable from the Establishment Officer Home Office, Prison Department (R 10/10 VDC), Portland House, Stag Place, London, SW1. Please state which post you are interested in.

Closing Date: 19 April 1974.

HOME OFFICE

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Verona House

54 Selsdon Rd., S. Croydon

Representative

required by leading sundries house est. over 50 years. Car provided to cover existing accounts in Bucks, Berks, Oxon, Wilts, Hants. Salary, commission and expenses. Pension Scheme. Particulars to Managing Director.

Pharmacists

We are currently seeking a number of Pharmacists to join our Pharmaceutical Research team which is engaged in the formulation and development of new drugs through all stages from inception to production.

Because of the range of opportunities available we would like to hear from:

- Registered pharmacists experienced in the field of industrial or hospital pharmacy
- Recently qualified pharmacists who wish to complete their pre-registration training in a research environment
- Graduates who wish to commence their pre-registration training in industry.

We offer a competitive starting salary, fringe benefits including pension and bonus schemes, and an attractive rural working environment in a small town 20 miles north of London. Assistance with re-location expenses will be offered, where appropriate.

Please apply to



Effric Smith,
Assistant Personnel Officer,
Allen & Hanburys Research Ltd.,
Ware, Herts. SG12 0DJ,



quoting reference AK.418.

PHARMACY TECHNICIAN

Required to join a team manufacturing galenicals and speciality products, liquids, ointments, creams etc. Society of Apothecaries qualifications or C & G preferred, with at least 2 years experience. Pleasant conditions. Salary according to experience. Applications to:—

S. W. Hows,
J. M. LOVERIDGE LTD.,
6-8, Millbrook Road, Southampton.

YOUNG MAN

with management potential.

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Phone Mr. Jacobs 739 9233

This opportunity has arisen because my boss, Mick Margo wants to take more time off.

ELKIN & MARGO LTD.
162a Hackney Road, London. E.2.

Situations vacant

Sales Correspondent

Roussel Laboratories Limited is part of a large international group researching, developing, manufacturing and marketing a wide range of pharmaceutical and allied products in the U.K. and overseas.

We are looking for a keen and energetic young man aged 21 to 25 who should be educated to A level standard.

He will be responsible for maintaining contacts with U.K. and export customers and suppliers and dealing with enquiries, and will ideally have had previous experience of sales correspondent work. He should have some knowledge of the chemical or pharmaceutical industry and the ability to communicate both verbally and in writing in a clear and coherent way is essential.

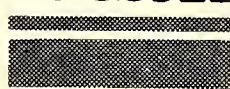
The person appointed will be expected to progress to a sales representative post within two years, and subsequent career development opportunities are excellent.

The position is based at our modern offices in Wembley Park, and the company offers a competitive salary and first-class conditions of service including free lunches, life assurance, accident and medical insurance.

For an application form or further information please contact:

Miss M. L. Eames,
Roussel Laboratories Limited,
Roussel House, Wembley Park,
Middlesex. HA9 0NF.
Tel. No. 01-903 1454

ROUSSEL



Marketing Manager

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c£5,000 P.A. + car

London Based

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We're talking about a big job, and we want to talk to people big enough to do it. Your background MUST include experience in the Hair Care market - you will probably have a degree (or at least a business qualification) and to be ready to accept a great deal of responsibility.

We're interviewing right now, so let's have a chat about the details. Phone Michael Faulkner on 01-937 2866/7 to arrange a meeting.
Mention Ref: F/580.

Riley Management Selection (Services) Ltd., Old Court House, Old Court Place, Kensington, London, W8 4PD.

Riley

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Pharmacist required for small branch of a large department store. Good salary, bonus and staff discount offered. Flat available if required. Post would suit newly qualified man or woman.

Apply to:

Mr. Griffin,
Managing Director,
Welwyn Dept. Store Ltd.,
Bridge Street,
Welwyn Garden City,
Herts.
Tel: Welwyn Garden 23456.

PART TIME PHARMACIST

Required to assist superintendent (three or four days per week to Saturday). Furnished or unfurnished flat available. Position would suit active retired person.
Apply to:-

Mr. L. Griffin,
Welwyn Dept. Store Ltd.,
Bridge Street,
Welwyn Garden City,
Herts. AL8 6TP.
Tel: Welwyn Garden 23456.

Please mention C & D when replying to advertisements

HM PRISON, HOLLOWAY

PHARMACIST

A sessional or part-time pharmacist is required at HM Prison, Parkhurst Road, Holloway, London, N7 (£4.23 per 4 hour session).

Details of the post are available from the Head Pharmacist, HM Prison, Parkhurst (Telephone No: 098-381 3855) to whom applications should be addressed.

Agencies

AUSTRALIA

Agencies required. Australian Company Director (registered Pharmacist) requires agencies etc for Australia, New Zealand and Far East market. Vast potential.

Telephone:
Mr Vickers 01-845 5967.

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Telephone: 01-328 3381/2/3



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HELPING HAND COMPANY,
Sandhurst, Kent.
Tel: Sandhurst 400

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SUTTON COLDFIELD

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Replies to Box No. 2235.

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ROYAL GWENT HOSPITAL, NEWPORT, MON.
(422 beds)

Applications are invited for the post of

CHIEF PHARMACIST

at this the Group's base general hospital.

Salary is at the rate of £2,541 to £3,522. Category V. Duties cover the Royal Gwent Hospital with responsibility for certain other hospitals.

A major capital building programme is in progress under which the hospital will be eventually developing to approximately 740 beds.

Apply quoting two referees, to the Group Secretary, 64 Cardiff Road, Newport, Mon. NPT 2UA, within ten days.

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required for Quality Control Laboratory in the Pharmacy Department. Salary scale £1,440-£2,292 plus £126 London Weighting. Chemical and physical analyses using Pharmacological methods. HNC or HND qualifications. Applications to Personnel Officer, 79 York Road, London, SE1 7NY.

Newport & East Monmouthshire
Hospital Management Committee

Royal Gwent Hospital,
Newport, Mon. (422 beds)

A PHARMACIST

is required at this the Group's
base general hospital.
Excellent experience.

Salary £1,659 to £2,070.

Apply, quoting two referees to
the Group Secretary, 64, Cardiff
Road, Newport, Mon.

RUCHILL HOSPITAL, GLASGOW,
G20 9NB

PRINCIPAL PHARMACIST

Applications are invited for the
above post to be responsible for the
Pharmaceutical Service at Ruchill and
Foresthill Hospitals. The post is
based at Ruchill Hospital and there
is supporting professional and
clerical staff.

Salary £3,141 to £3,759 per annum,
in accordance with Whitley Council
Agreement.

Details stating age, qualifications
and experience, together with the
names of two referees should be
forwarded to the Area Pharmacist,
Stobhill General Hospital, Glasgow,
G21 3UW.

Staff Pharmacist

Applications are invited for
the above post at High-
lands Hospital (530 beds)
to be responsible for
patient services. Informal
enquiries to the Staff Phar-
macist in charge.

Telephone 01-360 8151.
Applications naming two
referees to The Hospital
Secretary, Highlands Hos-
pital, N.21.

Ilford and District Hospital
Management Committee
BARKING HOSPITAL,
Upney Lane, Barking Essex.
**SENIOR PHARMACY
TECHNICIAN**

Group post, based at Barking but
may be required to work at other
hospitals within the Group. Salary
scale £1,458/£1,815 p.a. plus
£126 p.a. London Weighting. Ap-
plications to Group Secretary,
King George Hospital, Ilford,
Essex.

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DRUG STORE proprietor, nearly 60,
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Lane, Ashted, Surrey.

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JOHNSTON & CO., 32, Market Hill,
Framlingham, Suffolk.

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EFFECTIVE 20th MARCH, 1974

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Large Famel	£3.19 " "	39p "
Family Famel	£4.99 " "	61p "
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Famel Honey & Lemon Large	£3.19 " "	39p "
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